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## **Entrada Announces Newest Addition to Senior Management Team**

**ENTRADA NAMES JAY CANNON AS EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT, ADDING OVER TWENTY YEARS OF HEALTHCARE KNOWLEDGE AND LEADERSHIP TO ENTRADA'S TEAM**

NASHVILLE, Tenn., January 8<sup>th</sup>, 2014 - Today Entrada, a Nashville-based healthcare information technology company, announces the addition of Jay Cannon to its senior management team. Cannon has been named Executive Vice President of Business Development, adding over twenty years of executive experience within the healthcare industry. With this addition, Entrada has positioned itself for continued long-term successful growth.

Cannon was most recently President and Chief Operating Officer of Arcadia Solutions, a national HCIT consulting firm. Prior to his tenure at Arcadia Solutions, Cannon was President and Chief Operating Officer for Webmedx Inc., a Ferrer-Freeman portfolio company that was acquired by Nuance Communications, where he served as Vice President of its Healthcare Division. Previously, Cannon led the growth of a variety of healthcare technology service companies, which included TotalEMed/Spheris, The MRC Group, and Medifax. Cannon is a graduate of the University of Kansas and lives in Franklin, TN with his wife and two sons.

“We were looking for a dynamic and ambitious individual to steer business development and take our market strategy and revenue growth to the next tier of success,” said Bill Brown, CEO of Entrada. “Jay brings a diverse background to Entrada, excelling in executive roles at both larger organizations and small, fast-paced companies. He is a highly valuable asset to Entrada, and I look forward to watching the development and growth of our sales strategy and processes under his leadership.”

### **About Entrada**

Entrada is a leading provider of integrated technology solutions that improve healthcare efficiencies and outcomes. Entrada's commitment is to protect physician and staff productivity for the next generation of patient care. For more information, please visit [www.EntradaHealth.com](http://www.EntradaHealth.com).