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**FOR IMMEDIATE RELEASE**

**Casentric Announces Barry Milstead as Vice President, Implementation & Client Experience**

**CLEVELAND, OH, April 29, 2014** – Casentric, LLC, a Cleveland, Ohio-headquartered software company that offers a next-generation, cloud-based software application for faster and more accurate personal injury and property claims evaluation and resolution, announced today that industry technology veteran, Barry Milstead, has joined its executive team as Vice President, Implementation & Client Experience. Milstead has held numerous account management, sales leadership, implementation and analyst roles with companies such as ADP and AudaExplore (a Solera Company). Milstead is highly regarded by many in the claims industry for his ability to successfully apply technology solutions to challenging problems and produce positive long-term results and pervasive adoption for customers.

“Support during implementation is critical for delivering value to our customers. Barry has a well-earned reputation for delivering this value and is a great addition to the Casentric team. His technology-focused skills, success in building enduring client relationships, and insights from large-scale implementations over 20 years will be invaluable as we continue to grow,” says Casentric CEO Jim Kaiser. Milstead will manage all account activity of current and prospective subscribers to CaseXpert™, Casentric’s revolutionary new claims evaluation and resolution product for property and casualty insurance companies, self-insured entities and other organizations.

“CaseXpert™ is extremely light on an organization to implement, yet delivers outstanding results to help claims operations comprehensively document, assess and negotiate accurate claim settlements. Additionally, the tool is very intuitive and easy to navigate and provides claims and risk management with an excellent means to train staff and track claim performance,” says Milstead. “Casentric has garnered an extremely positive response from the marketplace. As we drive growth, I’m looking forward to bringing my unique industry experience to Casentric to help organizations become more efficient and successful in their claims practices.”

CaseXpert™ transforms today’s opaque claims evaluation and resolution process into a transparent, common sense approach that achieves more accurate, balanced and faster settlements. The solution consists of several components—covering the areas of liability and damages, data analysis and reporting, and real-time negotiation guidance—that can be subscribed to individually or together. CaseXpert™’s evidence-based approach to organizing and presenting information in a single, integrated application significantly improves claims handlers’ ability to develop a more complete picture of an event of loss and realize superior claims settlements. CaseXpert™’s powerful data analytics also help companies to understand where their unique opportunities for improvement exist.

For more information, visit [www.casentric.com](http://www.casentric.com).

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**CASENTRIC, LLC.** Cleveland, Ohio-based Casentric offers CaseXpert™, a cloud-based, enterprise Software-as-a-Service (SaaS) application that builds expertise and analytics for superior claims evaluation and resolution. For more information, visit [www.casentric.com](http://www.casentric.com).