



ACCENTHEALTH APPOINTS KEVIN COHEN SVP, DIGITAL NETWORK AND OLIVER LEDUC AS VP, BUSINESS DEVELOPMENT

Digital Media and Healthcare Execs to Drive Further Growth in AccentHealth's Point of Care Business

NEW YORK (January 26, 2016) – AccentHealth, the leading patient education media network at the point of care-- reaching over 200 million annual viewers and 90,000 healthcare practitioners-- announced the addition of two executives with deep digital media and healthcare experience to its executive team. Kevin Cohen has joined as SVP, Digital Network and Oliver LeDuc has been appointed VP, Business Development. The two will be part of this growing healthcare media company's drive to build and grow its cutting edge patient education and engagement solutions.

Kevin Cohen will oversee the company's ongoing delivery of high quality, engaging patient education products and practice communication tools for providers and marketers. This includes developing new ways to deliver AccentHealth's exclusive programming from CNN and Harvard Medical School via its dedicated waiting room television network, mobile network of exam room tablets, and highly effective mobile targeting capabilities such as geo-fencing and audience retargeting. Kevin brings a unique combination of executive level digital and television experience including SVP, Digital Distribution and Products at Al Jazeera America, and SVP, Strategic Planning and GM, Interactive/Enhanced TV at Turner Broadcasting System. He also co-founded DoubleMan Group, a digital and technology consultancy. Kevin is based in AccentHealth's Tampa office and will report to Dan Stone, CEO.

Oliver LeDuc will be responsible for developing new partnerships with leading healthcare organizations, and brings to AccentHealth his extensive experience working with innovative healthcare technology platforms. Most recently, LeDuc was Director of Business Development at Eliza Corporation, the patient health engagement technology platform. Prior to that, he was at Emmi Solutions, a care management solution and previously served as Director of Sales at WebMD Health. Oliver is based in AccentHealth's New York office and will report to John Curbishley, EVP, Business and Product Development.

"Kevin and Oliver bring deep experience and unique skills that will enable AccentHealth to continue its drive to expand, innovate and add value to the physicians, brand marketers and patients we serve," said Dan Stone, CEO of AccentHealth.

Patients spend an average of 30 minutes in the waiting room and a further 16 minutes waiting in an exam room before their physician arrives. AccentHealth's waiting room TV network and its recently-launched exam room digital tablet program provide patients with engaging and relevant content and interactive features to make the most productive use of this time and prepare for the doctor-patient discussion.

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About AccentHealth®, LLC

AccentHealth is the leading patient education media company at the point-of-care, located in 30,000 physician offices and serving 90,000 healthcare practitioners nationwide. AccentHealth's patient education engages health-conscious consumers in a trusted environment, featuring an



award-winning waiting room television network watched by over 200 million annual viewers and a comprehensive exam room program that integrates interactive digital content with condition-specific brochures. AccentHealth's content is produced by CNN's Medical Unit, hosted by Dr. Sanjay Gupta, and by Harvard Medical School. Founded in 1995, AccentHealth is based in New York City and Tampa, FL and is owned by M/C Partners, Ridgemont Equity Partners and senior management. AccentHealth is a founding member of the Point-of-Care Communication Council (PoC3).

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