



Contact:
Adriana Falco, Director of Marketing
afalco@hdminc.com | 610.491.9800 ext. 278

News for Immediate Release

Healthcare Data Management Appoints Carol Plymale Martin Vice President of Sales

King of Prussia, PA (April 28, 2008) — Healthcare Data Management, Inc. (HDM), a leading provider of fully-integrated benefits analysis and financial reporting solutions for employer groups with self-insured health plans, today announced the appointment of Carol Plymale Martin in the newly created position, Vice President of Sales. At HDM, Martin will apply her more than 20 years of employee benefits/managed care sales experience to build on current lines of business, identify new revenue growth opportunities, and expand opportunities across leading employer groups — including corporations, government agencies, and labor groups — in the Western regions on the United States.

In her new role with HDM, Martin will remain based in Dallas, Texas to manage sales activities, develop new key accounts, and expand HDM's market in the Western U.S. Martin will additionally help to develop a pipeline in this region for the launch and growth of HDM's BenefitsWatch.

"Carol is a natural fit for HDM and we are very fortunate to have her join our team," said Jim Herrington, HDM's Chief Marketing Officer. "She is a high-energy professional who has proven talent and expertise at ascertaining and exceeding sales goals, driving growth of company revenues, and improving all-around team performance with her mentoring and leadership skills."

Martin's progressive experience in employee benefits includes a broad background in group medical, disability, life insurance, dental, pension and 401k, and solid experience in selling to large national employer groups and unions with over 2,500 employees and directly to insurance companies, TPAs, and other managed care organizations. Prior to HDM, Martin held senior-level sales positions with national healthcare companies. She has consistently remained the number one sales producer and continually exceeded sales goals, including achieving over \$50 million in new revenue and over 1,000,000 new employee lives.

"I am very exciting to join HDM," said Martin. "The company continues to be the number one provider of supplying superior auditing solutions to employer groups, and it has a remarkably hard-working team that goes the extra distance to bring increased value to customers. HDM is an extremely attractive company that I can get behind."

About HDM

Founded in 1992, Healthcare Data Management, Inc. (HDM) is a proven market leader in providing fully-integrated benefits analysis and financial reporting solutions specifically designed to reduce cost, manage risk and comply with Sarbanes-Oxley requirements to many of America's leading employer groups with self-insured health plans, including Fortune 500 companies, government agencies, and labor groups. HDM offers employers a partnership in healthcare expense management and provides pioneering solutions customized by the employer's data, procedures, and contracts. Solutions offered include BenefitsAudit, an electronic analysis that determines whether administrators are accurately adhering to their contractual obligations, benefit plan designs and financial agreements with providers, and BenefitsWatch, a robust analytical tool that generates vital information to successfully manage costs and risks in all areas of employee health benefits, including medical, dental, and prescription drugs. For more company information, call 800-859-51190 or visit www.hdminc.com.