

FOR IMMEDIATE RELEASE  
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## **SANOVIA APPOINTS NEW COMPANY PRESIDENT AND CEO**

Philadelphia, PA – Sanovia Corporation today announced the appointment of Robert E. Tremain as the Company's President and CEO.

Speaking about Sanovia and his new role, Mr. Tremain stated, "I am very proud to join the fine team of clinical, IT and service professionals who have created Sanovia and its portfolio of products, which I believe are unique in the industry. Our products, while technology based, go well beyond technology by providing evidence-based guidelines and decision-support tools that help managed care companies to better manage their pharmaceutical costs while also considering clinical appropriateness and quality of care. The Sanovia team has implemented our products in a number of organizations and clearly demonstrated savings and significant returns on our customers' investments. I am excited to take the helm at Sanovia as we continue to establish our company as the preeminent industry leader for pharmaceutical decision-making tools, services and information."

Mr. Tremain joins Sanovia as a healthcare industry veteran with extensive executive management and operations experience in managed care, health insurance, integrated delivery systems, healthcare technology products & services, and health planning. He has more than thirty years of broad industry experience and has held senior executive positions with a number of healthcare companies both at the local and national level. Mr. Tremain is the former President and CEO of Health Partners of Philadelphia, Inc. and most recently served as Chief Operating Officer for NationsHealth, Inc. His prior experience includes serving as the President & CEO of ChristianaCare Health Plans; Vice President, Client Services, MEDecision, Inc.; President, The HMO of Delaware; President, Total Health, Inc.; and Senior Vice President, Health Care for Blue Cross Blue Shield of Delaware.

A native of New York State, Mr. Tremain's credentials include a Master of Public Health (MPH) in Healthcare Administration from the School of Public Health, University of North Carolina at Chapel Hill; a Bachelor of Arts from the State University of New York at Buffalo and a Certificate in Executive Management from Northeastern University Graduate School of Business in Boston, MA. In addition, in 2005 he was appointed as an Adjunct Associate Professor, Drexel University School of Public Health.

In addition to serving on a number of local, regional and national organizations, Mr. Tremain has been recognized not only professionally for his achievements, but within the community as well. Recently he has been awarded the Drum Major Award in Health by the Philadelphia Council of Clergy, the Lifetime Achievement Award by the Dawn Staley Foundation and was appointed an Honorary Chief by the Fire Commissioner, Philadelphia Fire Department.

Mr. Sajid Syed, a Sanovia Founder and current Board Chairman stated, "Sanovia's Founders and Investors are excited to have Bob Tremain as CEO to lead our rapid business expansion. Mr. Tremain has proven his ability to lead companies to exceed their growth and profitability goals. He has a unique set of skills having headed both managed care companies like those we service, and technology powered companies like Sanovia that market products and services providing "intelligent" decision-support to managed care companies."

**About Sanovia:** A national company based in Philadelphia, Pennsylvania, Sanovia integrates smart business practices with automated decision-making technology and evidence-based clinical guidelines delivering proven savings in pharmaceutical spending for managed care companies and their customers. Sanovia's portfolio of innovative products and services meet the increasing challenges of Pharmaceutical Administration, Validation, Documentation, Utilization, Cost and Workflow Management. Clients use Sanovia's "intelligent" clinical decision support products to balance pharmaceutical cost management with appropriateness of therapy and quality of care. Sanovia is privately held with no ownership held by any Pharmacy Benefit Manager (PBM), health plan or pharmaceutical manufacturer.

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