



Media Contact:

Christopher Capot, KNB Communications  
212-505-2441  
203-379-8019 (mobile)  
[ccapot@knbpr.com](mailto:ccapot@knbpr.com)

## **iMedica Names Mark L. Richards Vice President of Sales**

***Richards brings 25+ years of healthcare sales experience, entrepreneurial vision to iMedica's sales team***

**DALLAS, TX – January 22, 2009** – iMedica Corporation, a leading developer of healthcare software solutions for physician practices, has named Mark L. Richards to the position of Vice President of Sales. Mr. Richards' duties will include leading the direct and reseller sales channels as well as contributing to the development of marketing programs for the company.

Mr. Richards is a proven leader, manager and sales professional with more than 25 years experience in healthcare and technology, including all aspects of software, systems, and services. Prior to joining iMedica, Richards was most recently at McKesson's Physician Practice Solutions business unit, where he held the position of Division Vice President of Group Practice Sales. At McKesson, he successfully managed 4 direct sales teams for the Practice Partner and Horizon Practice Plus software suites selling into the physician and hospital markets, including a team aligned with the McKesson Medical Surgical business unit.

"I have known Mark for years, both as an entrepreneur and a senior manager, and we were delighted when he expressed interest in bringing his years of experience, enthusiasm and reputation for building highly performing sales organizations to iMedica," said Michael Nissenbaum, President and Chief Executive Officer of iMedica. "We all look forward to Mark taking our team and product to the next level of success."

Prior to his time with McKesson, Mr. Richards founded his own business that was a reseller of both Practice Partner and Millbrook software products. After 11 years he successfully merged with another reseller, PracticeOne, and they ultimately went on to acquire 4 more businesses including their own Practice Management and EMR technology. PracticeOne was later acquired by PracticeXpert in 2005, where he spent a short time as Senior Vice President of Sales before joining Practice Partner. Richards guided Practice Partner to year over year record sales leading up to the acquisition by McKesson which lead to his promotion to Division Vice President.

“I am very excited to be a part of this team and look forward to working with a very talented and proven group of individuals. I chose iMedica because of the enormous opportunity for growth, the depth and experience of the existing management team, and the uniqueness of the product. While most vendors are trapped in outdated tools and development platforms that get in the way of true innovation, iMedica is combining great workflow driven by physician feedback, with industry expertise and development know-how, to deliver the newest technology that is cost effective and easy to use” said Richards who went on to say “I knew we had something special when I joined, but on my first visit to a customer site I was amazed. The physician was seeing every patient real time using our product to truly enhance the personal interaction. By day’s end the physician had charted 57 visits and was done – on time! I have never seen anything like it.”

### **About iMedica Corporation**

Founded in 1998, iMedica Corporation is an innovator in the development of electronic health records (EHRs) and practice management (PM) solutions for physician practices. Based on its comprehensive study of physician practice workflow and extensive consultations with practicing physicians, iMedica has developed Patient Relationship Manager™ (PRM), a single-application EMR and PM solution that utilizes Microsoft’s latest .NET technology. PRM’s unique, template-free design adapts to a physician’s workflow and sets the benchmark for ease of use and deployment, speed and portability. iMedica’s replication technology enables backup, recovery and accessibility, as well as customization and solution management with minimal IT staff intervention. iMedica PRM 2008, version 8.1 is a CCHIT Certified ® product for CCHIT Ambulatory EHR 2007. For more information, call 866-960-6890 or visit [www.iMedica.com](http://www.iMedica.com).

###