



For Immediate Release

Contact:

Jennifer Barnwell
Marketing Communications
Chi Solutions, Inc.
866.400.2754
jbarnwell@chisolutionsinc.com

Victoria L. Peterson Joins Chi Solutions, Inc. as Outreach Managing Consultant

Ann Arbor, MI (March 1, 2010) - Chi Solutions, Inc., a leading healthcare consulting group focused on delivering cost savings, new revenue, and optimized operations for laboratory, imaging, and other diagnostic departments, announced today that it has named Victoria Peterson to the position of Outreach Managing Consultant.

As Outreach Managing Consultant, Ms. Peterson will manage outreach client sales and operations functions as well as the business and customer satisfaction elements of Chi's outreach services division. She will also lead new outreach business activity, enhance employee development, and provide client education and marketing of Chi services.

Ms. Peterson has significant experience with the planning, implementation, and ongoing management of outreach programs in the healthcare industry. She has successfully negotiated with managed care organizations on behalf of hospital clients, developed extensive business plans and sales strategies, and implemented customer relationship management (CRM) systems. Ms. Peterson has held senior positions with AmeriPath, Inc., Mayo Medical Laboratories, and Glaxo-SmithKline Beecham HealthCare Services. Most recently, she was president and founder of CareTinum, LLC, an organization designed to help hospitals and health systems establish business plans and infrastructure related to the outreach market.

"We are pleased that Vicki has accepted the position of Outreach Managing Consultant with Chi. Her vision and passion for hospital outreach align well with ours," says Kathy Murphy, PhD, president of Chi Solutions.

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About Chi Solutions, Inc.

Founded in 1983, Chi Solutions, Inc., (Chi) is a nationally recognized healthcare consultancy focused on delivering cost savings and identifying opportunities for new revenue streams and optimized operations to hospitals, freestanding laboratories, imaging centers, and outpatient centers. With a quest to consistently deliver proven outcomes, Chi collaboratively works with its clients to visualize, strategize, and achieve measurable objectives. Chi's clients and industry partners benefit equally from the company's unparalleled market research capabilities and an extensive proprietary database that identifies and defines industry trends and consistently provides a level of service unmatched in the industry. Chi's expertise includes: Strategic Planning, Outreach, Operations Improvement, Compliance, Benchmarking, Lean Six Sigma, Outsourced Sales and Management Services, and Mergers and Acquisitions. Through the company's unwavering commitment to consistency, focus, and dedication to provide the highest level of service, Chi helps its clients achieve business objectives and identify ways to efficiently deliver the highest level of patient care. For additional information about Chi Solutions, visit www.chisolutionsinc.com or call (800) 860-5454.