

Blue Fin Group Welcomes Richard Prest as Principal Consultant *Channel Optimization and Business Intelligence Innovator Joins the Ranks*

Atlanta - May 11, 2009 – Blue Fin Group, the premier management and technology consulting firm focused solely on healthcare commerce, announces that Richard Prest has joined the firm as Principal Consultant.

Richard joins the Blue Fin Group with over 16 years of experience in Healthcare, Technology, and Management Consulting. He is considered an industry pundit in the areas of channel optimization, data, business intelligence, and technology.

“I am excited to be back in the world of consulting and to be able to provide my healthcare expertise to the industry as a member of the Blue Fin Group team. Having seen both the challenges and opportunities that face our clients and our industry in the area of commercial operations, I feel strongly that Blue Fin Group’s people and process are what the industry needs at this time of critical change,” said Prest.

In his role, Richard will be responsible for consulting and project delivery within commercial operations with a sharp focus on channel optimization, data, business intelligence, and technology. As Blue Fin Group remains a key industry advisor on these topics to over 70 Healthcare clients, the group looks forward to Richard’s ability to take our clients’ ability to identify and gain real value in these areas to new levels.

Richard has significant experience in business areas spanning Commercial and Managed Markets operations. He is considered an industry thought leader and is an accomplished workshop leader and public speaker, who plays an active role contributing to the continuous evolution of industry standards. Many of his work products have been published in numerous industry magazines, feature stories, whitepapers and web Podcasts. In addition, Richard has won several awards for his intuitive software design.

“We are both flattered and excited about Richard joining our growing team of industry consultants. I have known Richard personally and professionally for the past 5 years and have been extremely impressed with his thinking and approach to working with his clients.” said William Roth, Founding Partner of Blue Fin Group.

Richard joins Blue Fin Group from iMany where he most recently served as in senior strategy and marketing capacities. Previously he was Chief Strategy Officer at Edge Dynamics and has held several roles in software product development and management consulting after receiving his MBAs from The University of Melbourne, Australia and Rotterdam School of Management, Erasmus University in the Netherlands where Richard received Academic scores placing him in the Top 2% of the world.

About Blue Fin Group

Founded in 2001, Blue Fin Group is the premier management and technology consulting firm focused solely on healthcare commerce. Our mission is to collaborate with healthcare clients of all sizes and stages to ensure they optimize their strategic, operational, and financial potential by maximizing the value contained in the physical, transactional and financial positioning, sale, and flow of product-based therapies through the engagement of passionate experts employing proven and adaptable methodologies.

Blue Fin Group is proud to service over 70 healthcare clients including manufacturers, commercial channels, and service providers. To learn more about the Blue Fin Group, please call Vice President and General Manager Sandy Griffith at 636.778.9401, drop a line at sgriffith@consultbfg.com, or visit us on the web at www.consultbfg.com.