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**eHEALTHTRUST TAPS BRAD TRITLE TO LEAD COMPANY AS
PRESIDENT & CEO**

Tritle Will Launch eHealthTrust Into Arizona Marketplace and Educate Consumers and Health Care Providers about Health Record Banking

PHOENIX, Arizona (September 02, 2010)—eHealthTrust (www.eHealthTrust.com), an electronic health record bank, selected [Brad Tritle](#) as President and CEO of eHealthTrust Arizona. Tritle will launch eHealthTrust into the Arizona marketplace as the company embarks on the first large-scale implementation of a “[Health Record Bank](#)” in the nation. eHealthTrust gives consumers and their doctors access to all of their health records in one secure, private location, while giving consumers complete control over their medical information. Tritle will serve as President and CEO effective immediately.

“eHealthTrust selected Brad Tritle as the new President and CEO of eHealthTrust Arizona because of his strong background in health information technology and information privacy pertaining to the personal health record and electronic medical records industry,” said [William A. Yasnoff, MD, PHD](#), founder and chairman of eHealthTrust. “Tritle’s experience will allow eHealthTrust to introduce health record banking to Arizona and the health care industry.”

Tritle is the former executive director of Arizona Health-e Connection (AzHeC), and brings with him extensive experience in leading and supporting initiatives to implement personal health records (consumers) and electronic medical records (doctors and other providers). Prior to AzHeC, Tritle’s celebrated career included serving as the Strategic Initiatives Manager at the Government Information Technology Agency for the State of Arizona—serving as a catalyst for growth of the information and health information technology industries in Arizona. Tritle currently serves as a member of the Arizona Chamber of Commerce & Industry’s Healthcare Committee and is an active member of the International Association of Privacy Professionals.

“Putting consumers in charge of their own health information in a secure, bank-like account is the best model,” said Brad Tritle, president and CEO. “Having the opportunity to introduce the first Health Record Bank, and in Arizona, is exciting as residents will be the first to benefit from this new and revolutionary way to automatically collect and control their health records.”

[Jon Melling](#), president of [Arizona Health Information Management and Systems Society](#) (AzHIMSS) and a consultant with [Top Tier Consulting](#), who worked closely with Tritle in his prior role as Executive Director of Arizona Health-e Connection added, “He is very familiar with the privacy, legal, technical and financial challenges of health information storage and sharing. The concept he and others are launching at eHealthTrust has great potential to address those challenges. I believe eHealthTrust has made an excellent choice – both in Brad and in Arizona as a location.”

Dr. Yasnoff added, “We’re very excited that Brad has joined us in this endeavor. He brings superior skill sets and experience to our team, and has a proven track record of success.”

For more information about eHealthTrust visit www.eHealthTrust.com and for up-to-the-minute information follow us on Twitter at @eHealthTrust. To speak with Brad Tritle, president and CEO contact Daniel Moran, Jr. at dmoran@prfectmedia.com or by phone at 480.706.6880 x122.

ABOUT eHEALTHTRUST

[eHealthTrust](#), the nation's premier Health Record Bank, is a secure repository for consumers' health information and medical records. An eHealthTrust account is a bank account for electronic health information; both members and their healthcare providers can make "deposits," but members have exclusive control over who has access to their information. This allows members to build a comprehensive health record while also allowing them to collaborate more effectively. When providers and emergency responders have the complete picture, they can provide the best possible care. eHealthTrust offers members the convenience of having all of their health information in one secure location, automatically updated as they receive care, including tests and medications. For a single \$99 fee for a lifetime account, members and the providers they authorize have secure 24-7 access from anywhere with Internet access. As part of its pre-registration launch in Arizona, eHealthTrust will offer a 30% discount (only \$69) in September. For more information about eHealthTrust visit www.ehealthtrust.com. You can follow EHT on Twitter at @eHealthTrust or become a fan on Facebook for up-to-the-minute information.

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