



FRED L. BROWN TO LEAD SANTA ROSA ADVISORY COUNCIL

Past Chair of The Joint Commission, American Hospital Association & National Kidney Foundation to Advise the Company

May 3, 2011. Bloomfield Hills, Michigan. Santa Rosa Consulting today announced that Fred L. Brown will lead its Advisory Council.

In his role as chair of Santa Rosa's Advisory Council, Mr. Brown will provide a key link between Santa Rosa's service offering development and the priorities of the company's client groups, industry associations, and trading partners. Mr. Brown will also work with Santa Rosa's executive team to add the right mix of representatives to the Advisory Council.

"Santa Rosa Consulting is growing because the founders are forward-thinking, creating integrated services that assist clients in meeting the regulatory, healthcare, operational and financial challenges of our time," said Mr. Brown. "In speaking with healthcare industry leaders it is clear that they are seeking the trusted advisor with the depth and breadth to make a difference in their world. Rich Helppie and Santa Rosa Consulting are building just that company and it is my privilege to introduce and guide the company."

Fred L. Brown's healthcare career spans 45 years. A noted advocate for America's hospitals and healthcare organizations, he has served in many prominent leadership roles including Chair of the Board of Commissioners of the Joint Commission, Chairman of the American Hospital Association, Governor and Regent of the American College of Healthcare Executives, President of the Washington University Medical Center, and Chairman of the National Kidney Foundation. Mr. Brown is noted for his expertise in issues related to healthcare integration, governance, operations, public policy, diversity, spiritual care, community health and social responsibility.

Among his many accomplishments, Mr. Brown served as the founding President and CEO of BJC Health System where he led the team in creating a healthcare delivery and financing system featuring a unique mix of community, rural and academic services. Prior to that, as President of Christian Hospital Northeast-Northwest in St. Louis, he transitioned the single organization into a prototype integrated healthcare system featuring seven hospitals, six nursing homes and outpatient care sites.

On a national basis, Brown provides strategic counsel to several prominent organizations. He serves as a member of the boards of directors of several publicly traded and private companies and many health care organizations. He also has served as a visiting professor and executive-in-residence at The George Washington University in Washington, DC. He currently serves as Professorial Lecturer of Health Services Management and Leadership at The George Washington

University School of Public Health and Health Services, on the Dean's Council for the School of Public Health and Health Services and on the Board of Regents for Northwestern University.

“I have always admired Fred's deep knowledge of healthcare and especially his diplomacy skills,” stated Richard Helppie, Chairman, CEO and Founder of Santa Rosa Consulting, “While a young company, Santa Rosa has ambitions to construct the most relevant firm in our market space, and to do that we need advisors who can help guide our company and more effectively focus our efforts to meet client and industry needs. We are honored and privileged to welcome Fred Brown as leader of our Advisory Council.”

About Santa Rosa Consulting

Santa Rosa Consulting is a national provider of information technology and management consulting services to the healthcare industry. Founded in 2008 by industry veterans Richard Helppie and Tom Watford, Santa Rosa offers a broad scope of management advisory services as well as technical consulting expertise across the full range of IT vendor products and systems including information technology planning, implementation consulting, and staffing and recruitment services. For more information about Santa Rosa Consulting and its services please visit www.santarosaconsulting.com or call 866-944-4772.