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**Media Contact:**

Francesca Richards, nThrive  
484-948-1553  
frichards@nthrive.com

**Dr. Carl E. Couch to serve as Chief Medical Officer for nThrive**

*nThrive strengthens leadership team with appointment of Chief Medical Officer*

Alpharetta, Georgia, July 14, 2017 – nThrive announces the appointment of Dr. Carl E. Couch, MD, MMM, FAAFP, as chief medical officer. Dr. Couch will guide the strategy for the company in its quest to continue development and deliver Patient-to-Payment<sup>SM</sup> solutions that empower physicians to help patients, as well as help health care providers increase their financial and operational success.

Prior to his appointment, Dr. Couch, a board certified family physician and diplomat of the American Academy of Family Physicians, held multiple leadership roles at Baylor Scott & White Health. He earned his master's degree in Medical Management at Tulane University where his passion as a physician leader ignited. An active family physician for 39 years, Dr. Couch founded the Family Medical Center in Garland, Texas. He is a noted expert on Accountable Care Organizations (ACO), and founded, then served as president of the Baylor Scott & White Quality Alliance, a clinically integrated ACO comprised of 5,000 physicians and 46 hospitals aligned with Baylor Scott & White Health System. He is the author of the 2016 ACO book, *Accountable*, considered to be a great source on the development and operationalization of the ACO structure.

CEO Joel Hackney noted this about the new appointment, "nThrive is fortunate to have Dr. Couch join our organization, and we are confident he will add tremendous value to the executive leadership team, colleagues and clients. We eagerly anticipate the positive impact he will have on the company's culture, and how he will help to further grow long-term success at nThrive."

**About nThrive**

From Patient-to-Payment<sup>SM</sup>, nThrive provides all the technology, advisory expertise, services, analytics and education programs health care organizations need to thrive in the communities they serve. Formerly known as MedAssets, Precyse and Equation, nThrive is built on a legacy of excellence. Most recently, nThrive acquired two leaders in their fields, Adreima – a provider of patient-centered, clinically integrated revenue cycle services that help patients find coverage and meet their financial obligations – and e4e Health care Services – a business process outsourcing company. The five organizations together combine top talent and capabilities in the health care industry into a single enterprise. [www.nthrive.com](http://www.nthrive.com)