



For Immediate Release

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B. E. Smith Hires Mike Supple as Senior Vice President, Business Development

LENEXA, Kan. (January 5, 2009)—B. E. Smith today announced that Mike Supple has joined the firm as senior vice president, business development. With more than 20 years of experience selling health information technology solutions—including within both the acute care and ambulatory markets—Supple will assume his new duties at B. E. Smith on January 5.

"Mike is team-focused and goal driven, with an extensive and successful track record in healthcare sales," said Doug Smith, chief executive officer, B. E. Smith. "He brings the right mix of senior sales leadership experience, broad contemporary knowledge of healthcare and familiarity with the C-suite, all of which will serve us well as we target new system agreements and build upon existing business relationships."

In his new role, Supple will lead the sales and business development division at B. E. Smith. His responsibilities include sales growth and the continued development of the company's business development team. Supple will lead efforts in market analysis and product pricing, new product development, territory assignment and promoting aggressive growth in existing and emerging markets.

Prior to joining B. E. Smith, Supple served as vice president of sales operations for the Cerner Corporation in Kansas City, Mo., in which he directed sales functions for all solutions and services to the largest Cerner clients in the western two-thirds of the U. S. market. He led forecasting, promotion, contracting, new solution rollout, and profit and loss responsibility for Cerner's largest clients. Prior to his time at Cerner, Supple served in senior leadership roles for Raviant Networks in Overland Park, Kan., and Compaq/Digital Corporation in Maynard, Mass. He completed a bachelor's degree in marketing and finance at the University of Iowa in Iowa City, Iowa.

"Mike will be a strong advocate for current concepts and approaches in sales and business development at the executive table," Smith said. "His understanding of current trends and opportunities in healthcare, as well as the challenges that face CEOs at our client hospitals, will be a powerful asset to our business development efforts."

About B. E. Smith

Founded in 1978, B. E. Smith is a full-service leadership solutions firm for healthcare providers. B. E. Smith's comprehensive suite of services includes Interim Leadership, Permanent Executive Placements and Consulting Solutions. The company is comprised of veteran healthcare leaders who partner with each client to create a solution that uniquely fits that client's individual needs. In 2008, B. E. Smith placed more than 600 leaders into healthcare organizations worldwide. For more information, visit www.BESmith.com or call 877-802-4593.

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Image of Mike Supple: <http://emailmarketing.weyforth-haas.com/PR/MikeSupple.jpg>

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