



NSN Appoints Jennifer Welker Director of Sales Strategy

13-Apr-2011

NATIONAL SURGERY NETWORK, A COMPANY BRINGING UNPRECEDENTED DISTRIBUTION EFFICIENCY TO HEALTHCARE, APPOINTS JENNIFER WELKER DIRECTOR OF SALES STRATEGY

Austin, Texas – April 13, 2011

National Surgery Network (NSN), www.nationalsurgerynetwork.com, the innovative employer-direct healthcare network, announced the appointment of Jennifer Welker as Director of Sales Strategy.

Welker will be responsible for supporting NSN’s vision of leading the emergence of a new market for healthcare services with strategic planning, sales optimization and analysis of the organization’s sales efforts. Welker most recently served as Director of First Impressions at Catapult Systems in Austin, Texas, where she was responsible for establishing and managing the initial impressions, interactions and experience of every client, partner and new employee.

“I am very pleased to welcome Jennifer to the NSN team. Her proven track record of developing and implementing marketing strategies that support and enable business objectives will certainly drive growth in our organization,” said Ken Erickson, CEO of NSN.

“This role enables me to put my marketing, direct marketing, sales, executive level management, communications and public relations experience to work to further NSN’s mission to reduce employer dependence on traditional, high-cost health plans. I believe my unique level of insight and capabilities will have broad impact.” NSN expects to continue to grow throughout this year, expanding to 50 employees by the end of next year.

About NSN

National Surgery Network (NSN) is the first true employer-direct network for self-funded employer health plans, offering high-quality medical services for patient primary care, surgeries, outpatient procedures and other planned treatments. By offering global case rates, member services and simplified billing and settlement, NSN has proved it can reduce costs for planned healthcare procedures by 30-50% compared to historical costs under typical major network contracts—while maintaining the highest quality of care.

The leadership team leverages its extensive experience in initiating the way consumers purchased brand-name goods at a lower cost at Costco to bring the same distribution efficiency to healthcare. This groundbreaking delivery model positions NSN to lead the emergence of a new market for healthcare services. For more information, visit www.nationalsurgerynetwork.com.