

## **Analyte Health Names Chief Medical Officer and Chief Compliance Officer**

The Associated Press

CHICAGO--(BUSINESS WIRE)--Jan 31, 2013--Analyte Health, Inc., a privately held online healthcare company offering specialty care, counseling and convenience not available in traditional primary care settings, today announced a strategic expansion of its executive team with the addition of Dr. Ramesh Subramani as Chief Medical Officer and Karen Soares as Chief Compliance Officer. Both join the company as more and more Americans turn to online healthcare resources such as Analyte Health to access services.

Analyte Health currently provides its services via the web, phone and mobile devices to individuals at risk for sexually transmitted diseases (STDs) through online clinics including SexualHealth.com and STDTestExpress.com.

About Ramesh Subramani MD, MBA, MPH, Chief Medical Officer ER physician, social entrepreneur, venture capitalist and former McKinsey consultant, Subramani brings unique expertise to Analyte Health's executive team. Having previously been an investor in diagnostic companies at New Leaf Ventures, he believes that advances in diagnostics can dramatically reduce healthcare costs and keep people healthier by preventing and preempting disease. He brings experience working with insurers, pharma, medical devices, public health and non-profits to help engage Analyte within the healthcare ecosystem. As an ER physician who previously worked at Northwestern University, University of Chicago, and Columbia University, he will also drive the medical vision and standards for Analyte. Subramani will report directly to Analyte Health CEO Sridhar Murthy.

About Karen Soares, Chief Compliance Officer Steeped in healthcare law during her tenure as a litigation associate at Fried, Frank, Harris, Shriver & Jacobson LLP in Washington, DC, Soares brings to Analyte Health a keen understanding of the dynamic environment of healthcare compliance. She is charged with leading the internal compliance team and providing oversight on all related policies and procedures at Analyte Health. Soares also will oversee the company's ongoing compliance initiatives, including leading workforce education efforts, managing internal audits and regulatory reporting. She will report directly to Murthy as well.

"Healthcare services are rapidly evolving in America," said Analyte CEO Murthy. "During this time of intense change, it is important that Analyte Health holds itself to the highest standards of quality care and professional services. We continue to build an executive team that is unmatched among online healthcare services providers. The addition of Ramesh and Karen will fortify the already strong cadre of licensed doctors associated with the company and ensure compliance with healthcare laws and regulations." Among the market trends driving the growth of Analyte Health and health 2.0 in general are the declining population of physicians,

the projected rise in demand for services as a result of the Affordable Care Act (ACA), scientific advances in molecular diagnostics and technology that addresses people's overbooked schedules and enables them to access health services at their convenience.

"Analyte Health is uniquely positioned in this changing environment," adds Murthy, "to reduce barriers to diagnosis and care and to have a positive impact on public health. Ramesh and Karen will help Analyte continue to deliver healthcare consumers a true alternative to meeting their healthcare needs." About Analyte Health, Inc. Analyte Health is an innovative healthcare company based in Chicago that uses technology to help people gain expert medical care and information. Analyte Health delivers specialty care, counseling and convenience not available in a traditional primary care setting. Analyte Health offers individuals access via the web, mobile devices and telephone to a dedicated national team of doctors, nurses and health experts as well as more than 4,000 partner testing centers. Through more than 86,000 patient encounters to date, patients have trusted Analyte Health to deliver discreet and convenient STD testing and care. More information about the company is available at [www.AnalyteHealth.com](http://www.AnalyteHealth.com) or on Facebook at <https://www.facebook.com/SexHealthDotCom>, Twitter at <https://twitter.com/sexualhealth>.

Forward-Looking Statements Analyte Health, Inc. is a privately held company. This press release may be deemed to contain forward-looking statements, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the expected benefits to consumers from using Analyte Health's services. Readers are cautioned that these forward-looking statements are only predictions and may differ materially from actual future events or results due to a variety of risks and uncertainties, including, among other things, the potential impact of regulatory and third party payer developments in the field of telehealth and STD testing, general business and economic conditions, changes in arrangements with vendors or suppliers, and costs or delays in obtaining or maintaining regulatory approvals and licenses. Any forward-looking statements in this release are based on limited information currently available to Analyte Health, which is subject to change, and Analyte Health will not necessarily update the information.

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**Source URL (retrieved on 03/08/2014 - 6:41pm):**

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Published on Medical Design Technology (<http://www.mdtmag.com>)

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