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**SENIORMETRIX ADDS VICE PRESIDENT OF SALES FOR CORE PRODUCTS**

NASHVILLE, Tenn. (Sept. 8, 2008) -- SeniorMetrix, an evidence-based source for frailty management, recently added Michael T. Sandwith as Vice President of Sales for the company's core products and services. Those products include web-based outcome predictive tools for health care professionals and post-acute analysis reporting systems for health plan managers.

Sandwith has more than 21 years of professional health care experience in high-risk population management, contracting, managed care, marketing, sales, and strategic planning. In his new position at SeniorMetrix, he is responsible for business development and sales of the company's core products to regional and national health plans. Through the use of the company's unique and objective technology, clients experience a reduction in medical expenditures, a decrease in practice variation and improved patient outcomes in the post-acute care setting.

Prior to joining SeniorMetrix, Sandwith was Vice President of Enterprise Accounts for NotifyMD, responsible for expanding the company's care compliance services within integrated health care delivery systems, hospitals, health plans and ambulatory care. He also worked in leadership and sales positions for The Heritage Group which developed Theratech Footwear, diabetic shoe manufacturer, and SourceMark, a medical product manufacturer/distributor, and MaxWell Medical which managed medication compliance for high-risk, chronically ill patients.

**About SeniorMetrix**

[SeniorMetrix](http://www.seniormetrix.com) is the only objective source for evidence-based data to help professionals effectively manage frail and high risk patients. Through our technology, case managers can impartially assess the type, length and anticipated outcome of care for patients who have lost some functional capacity due to illness or injury. In addition, caregivers can use the data to help meet the needs of community residents who have some level of functional impairment impacting their daily lives. Our technology improves the overall result for the individual and reduces the cost of care for that person. Serving more one million senior Medicare Advantage and Medicaid members, SeniorMetrix currently partners with some of the nation's largest health care plans. For additional information, call (615) 376-5596 or visit [www.seniormetrix.com](http://www.seniormetrix.com).

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