



MEDIA ALERT

Avantas to Share Best Practices for Healthcare Enterprise Labor Management in Era of Healthcare Industry Reform and Consolidation at HIMSS14

WHAT: [Avantas](#), a leading provider of strategic labor management technology, services and strategies for the healthcare industry, today announced its CEO, Chris Fox, will be attending the upcoming Healthcare Information and Management Systems Society 2014 Annual Conference & Exhibition (HIMSS14) and will be discussing the intersection of staffing and reform, ACOs and industry consolidation. Avantas will be teaming up with partner Workforce Software at HIMSS14. Fox will be available in the Workforce Software booth #271 to meet with media, prospects and partners during the conference.

WHO: As Chief Executive Officer for Avantas, Chris Fox is an industry veteran and proven leader who has played a critical role in the company's rapid rise to leadership in healthcare enterprise labor management. Prior to being named CEO, he drove successful growth and innovation initiatives while providing guidance for software product development, marketing, and strategic partnerships. Building on a foundation in SaaS software development and deployment across a variety of industries, Mr. Fox brought his deep expertise and innovative approach to bear on the staffing challenges that have long plagued healthcare organizations, leading ultimately to the creation of Avantas' proprietary, web-based solution, Smart Square®, recognized as a new breed of labor management software for the healthcare industry.

WHEN: Fox will be available during official HIMSS14 exhibit hours:

- Monday, February 24, 2014
2:00 p.m. – 6:00 p.m. EST
- Tuesday, February 25, 2014
9:30 a.m. – 6:00 p.m. EST
- Wednesday, February 26, 2014
9:00 a.m. – 11 a.m. EST

WHERE: Booth #271, Exhibit Hall
Orange County Convention Center
9800 International Drive
Orlando, FL 32819

HOW: To learn more about Avantas, visit the company's website at www.avantas.com. To schedule a meeting with the company's executives at HIMSS14, please contact Katie Schur at kschur@ariamarketing.com.

For more information on HIMSS14, please visit: <http://www.himssconference.org/>.

About Avantas

Developers of the HELM™ methodology (healthcare enterprise labor management), Avantas is devoted to serving the healthcare industry. Its proprietary approach to managing labor consists of consulting services and a patented scheduling and productivity solution, Smart Square®. This comprehensive approach provides its clients with tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise through automation. For more information, please visit the Avantas website at www.Avantas.com.

About HIMSS

HIMSS is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology. HIMSS is a part of HIMSS WorldWide, a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS WorldWide encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organizations across the globe, plus over 600 corporations and 250 not-for-profit partner organizations, that share this cause. HIMSS WorldWide, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia. To learn more about HIMSS and to find out how to join us and our members in advancing our cause, please visit our website at www.himss.org.

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