

Citra Health Solutions Reports 680% Sales Growth

Rapidly Becoming the Market's Value-Based Care Leader

JACKSONVILLE, FLA. – February 23, 2016 – Citra Health Solutions, a leading healthcare services and technology firm, announced continued record-breaking revenue and sales numbers in 2015, producing in excess of \$72 million – a 680% year over year increase. With the current acceleration and quarter over quarter growth extending into January, the company is projecting an additional 400% in growth for 2016.

Citra's 2015 successes, including agreements with independent physicians, group practices, hospitals, PACE organizations, ACOs and Health Plans came as a result of a diversified approach to the marketplace. Solid contributions from each of the company's distribution channels and direct sales efforts in addition to strategic distribution partnerships with Allscripts, McKesson, Healthcare Consulting firms and Emerging Health Systems ensured significant results throughout the fiscal year.

"Citra's growth is a reflection of the company's ability to deliver a technology and services platform that transforms the way healthcare partners coordinate, deliver, and receive payment for care. Howard Buff, CEO and Founder of Citra Health Solutions, said "Working together directly with our customers, partners, and healthcare constituents, we have been able to produce industry-leading results, and we are thrilled with the future trajectory of the company."

One of the central tenets for Citra in 2015 was enhancing clinical and health system expertise, which is reflected by the addition of key leadership positions including Dr. Richard Cassidy, SVP of Clinical Performance and expanding the company's Board of Directors with Dr. Barry Straube, former Medical Director for CMS, and Hugh Greene, CEO of Baptist Health Systems. Through these appointments, Citra demonstrates a strong commitment to expanding the company focus to exponentially increase provider satisfaction.

Plans for 2016 include the launch of multiple technology advancements, including the next version of EZ-INSIGHT, a robust analytics software addition to the existing technology suite. The introduction and expansion of the Citra Healthy Ecosystem will revolutionize the healthcare market by capitalizing on the continued demand in acute, post-acute and community clinicians. This system will deliver Patient Care Transition programs to support the entire care team as well as the patient and proxies during the full lifecycle of the care journey. With continued growth on the horizon, the Jacksonville-based company has plans to expand to an additional location to better serve the rapidly expanding national client base.

Citra's Healthy Ecosystem will be revealed at HIMSS 16 in Allscripts booth #2612 from February 29 to March 4 in Las Vegas, Nevada. Visit www.himssconference.org for more information on the conference and how to attend. For attendees, enter for a chance to win an exclusive Apple watch from the Citra Team!

about citra

Citra Health Solutions is a leading healthcare services and technology firm that solves for the needs of providers, hospital systems and payers in the transition to value-based care. In this new era of payment and delivery, Citra empowers clients with proven technology, population health, analytics and care management services to strategically expand market opportunity, diversify revenue streams and reduce the cost of care. To learn more, visit www.citrahealth.com.

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