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FOR IMMEDIATE RELEASE

**Two Tampa Bay Consulting Firms Partner to
Better Service Health Plan Clients**

Cody Consulting and GAMN Healthcare Consulting Inc. form exclusive strategic alliance

TAMPA, Fla. (March 21, 2012) — In a move to provide a wider breadth of service to clients, Cody Consulting and GAMN Healthcare Consulting Inc. have formed an exclusive strategic alliance to help start-up and growing health plans increase efficiencies, cut costs and maximize profits.

Cody Consulting will refer clients looking to expand into new markets, add new sales channels and offer new products – as well as those requiring provider network development – to GAMN Healthcare Consulting. GAMN will refer clients needing help improving such functions as marketing collateral development and executive search to Cody.

“Cody Consulting was the perfect partner,” said Enrique Diaz-Granados, president of GAMN Healthcare Consulting. “Cody has a product, called CodySoft, that manages the collateral management process, and it’s the first we’ve seen that ties real-time compliance support directly to the CMS [Centers for Medicare & Medicaid Services] manual. Their executive search will also be a great benefit to our clients starting a plan and needing to fill key staffing positions.”

The alliance pools more than 70 years of combined experience in the managed care industry. The founders of both firms previously worked together at WellCare Health Plans Inc. several years ago.

“We’ve had a very positive informal relationship with our friends at GAMN since we launched in 2006,” said Deb Mabari, MBA, founder and CEO of Cody Consulting. “We’re excited to make the alliance official to offer a wider array of top-quality service to our clients.”

About Cody Consulting: Cody Consulting works one-on-one with health plans to find solutions that cut costs and increase efficiencies. We accomplish this by helping our clients strategically integrate operations, marketing communications, compliance, information technology, print fulfillment, customer service and call center functions. Managed care organizations (MCOs) specializing in state- and federally funded health programs are our specialty. For more information, visit www.codyent.com.

About GAMN Healthcare Consulting Inc.: GAMN Healthcare Consulting Inc. works with hospital systems and large integrated provider groups looking to become insurance companies. They help clients expand into new markets, add new sales channels, offer new products, and offer provider network development.