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**FOR IMMEDIATE RELEASE**

## **Tampa-based healthcare consulting firm continues growth with hire of West Coast Sales Manager**

TAMPA, Fla. (Jan. 15, 2015) — Preparing for significant business growth fueled by the rollout of new products in the CodySoft® product suite and a broader range of services, Tampa-based Cody Consulting hired Norma O’Flaherty as regional sales manager.

In her new role, O’Flaherty will be responsible for driving new revenue and working with decision-makers at health plans throughout the west coast of the U.S. to implement Cody’s products and services. Brad Boyer, Cody’s vice president of sales and marketing, will continue to serve as the east coast sales manager.

O’Flaherty was previously the vice president of integrated marketing communications and partner for Chromise Marketing Services, LLC, a full-service integrated marketing and public relations firm that specializes in healthcare, technology, banking, real estate and entertainment. She has more than two decades of integrated marketing communications experience, with more than half of that time spent working with healthcare organizations.

Cody Consulting created the regional sales manager position to supplement the organization’s existing outreach efforts and leverage its increased market awareness, which has grown in recent quarters through advertising, conference attendance and traditional media relations.

The healthcare consulting and technology firm works with health plans throughout the country to maximize efficiencies and cut costs in the areas of marketing communications, compliance, business process outsourcing and executive search/organizational development.

“Customers and prospects say they are continually impressed by our scope of services and level of market expertise,” said Boyer. “Many of them comment that they wish they had known about us sooner. So there’s a need for us to have broader access to these plans on a nationwide basis, and the only way to truly do that is by building our sales team.”

“I’m excited to join Cody’s exceptional team of professionals,” said O’Flaherty. “I’m looking forward to providing our clients with the best services Cody has to offer, especially CodySoft®, our flagship software suite specifically designed for health plans to streamline their marketing communications creation process, and alleviate regulatory compliance risks.”

Looking to the future, Cody plans to hire an additional sales manager in the central territory and sales executives throughout the country.

**About Cody Consulting:** Cody Consulting works with government-funded and commercial health plans to maximize efficiencies throughout the organization. We help clients strategically integrate operations by streamlining marketing communications; improving regulatory compliance; assisting with Business Process Outsourcing; and offering organizational design/executive search assistance. Our proprietary suite of software, CodySoft®, is specifically designed for health plans.

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