



Media Contact:

Kasey Coryn

True Blue Communications

Office: (727) 726-3000

Cell: (727) 212-6720

kasey@truebluecommunications.com

FOR IMMEDIATE RELEASE

Cody Consulting hires Vice President, Business Development to spearhead growth

TAMPA, Fla. (Oct. 29, 2015) — Preparing for continued business growth fueled by the rollout of new products in the CodySoft® product suite this fall, Tampa-based Cody Consulting hired Kevin A. LeBlanc as Vice President of Business Development.

In this role, LeBlanc will be responsible for increasing Cody's sales revenue and market share among health plans nationwide. In addition, his vast industry knowledge will allow him to identify, develop and implement strategic opportunities to further benefit health plan clients as the industry continues to evolve at a rapid pace.

"With more than 25 years of national business development experience in the healthcare industry, Kevin is well-suited to grow our current client base and spearhead strategic partnerships," said Brad Boyer, Senior Vice President of Sales and Marketing for Cody Consulting. "We are thrilled to welcome him to the team and look forward to the contributions we know he'll make."

A technology and consulting firm, Cody Consulting 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. The organization's proprietary software, CodySoft, is an innovative suite of web-based software products designed specifically for health plans and their complex regulatory environments.

"During my career, I have successfully partnered with health plans to help them navigate within the narrow margins that challenge our industry by providing products, services and distribution strategies necessary to maximize revenues and minimize costs," said LeBlanc. "Joining Cody Consulting is a natural next step in my career."

Prior to joining Cody Consulting, LeBlanc served as vice president of national business development for HealthPlanOne, one of the nation's leading Internet marketing and member acquisition company. During his tenure, he expanded their client base along with increasing their revenue. For more than seven years, He also served as vice president of national distribution for WellCare's Medicare/Medicaid and Dual Eligible Programs, where he helped to build a \$1.5 billion line of business and expand the organization's presence into all 50 states.

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 executive search. Our proprietary suite of software, CodySoft®, is specifically designed for health plans. www.codyconsulting.com

###