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FOR IMMEDIATE RELEASE

Cody hires executive director, business development to spearhead growth

TAMPA, Fla. (Dec. 19, 2016) — Preparing for continued business growth fueled by the rollout of new managed care consulting services and an expanded CodySoft® product suite, Tampa-based Cody hired Paul Notarnicola as executive director of business development.

In this role, Notarnicola will be responsible for increasing Cody's sales revenue and market share among health plans nationwide. His consulting service background and knowledge will also 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 his extensive background in consulting sales and software solutions, Paul is well-suited to grow our current client base," said Kevin A. LeBlanc, vice president of business development for Cody. "We are thrilled to welcome him to the team and look forward to the contributions he'll make."

A technology and consulting firm, Cody 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.

"Throughout my career, I have partnered with clients to define a clear path forward in an ever-challenging healthcare environment," said Notarnicola. "By focusing on business decisions that anticipate and navigate change, I work side-by-side with clients to uncover opportunities so they can best take advantage of them. Joining Cody, with its range of consulting services and CodySoft® suite of compliance modules, allows me to continue to provide these services to my client base."

Previously, Notarnicola served as executive director of business development for Change Healthcare Consulting (formerly HTMS) where he managed all processes, customer interactions and sales pipeline to generate over \$3.2 million in incremental revenue, along with exceeding target revenue by 60 percent. He also spent more than seven years in a variety of roles with UnitedHealth Group. The last position Notarnicola held there was director, strategic accounts, health information networks for Ingenix (now Optum), in which he managed the relationships and interaction between Ingenix and all UHG payer segments relative to the Ingenix/UHG EDI Managed Gateway.

About Cody: Cody works with government-funded and commercial health plans to maximize efficiencies. We help clients strategically integrate operations by streamlining marketing communications, improving regulatory compliance and offering executive search assistance. Our proprietary suite of software, CodySoft®, and our single-source printing solution, CodyPrint™, are specifically designed for health plans. www.codyconsulting.com

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