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[NovoLogix Adds Top IT Executive to its Leadership Team](#)

Minneapolis, MN (September 17, 2008)—NovoLogixSM has announced the selection of technology expert and healthcare industry veteran Christopher Pearson as the company's new Chief Information Officer. Joining the firm as a member of the Senior Management Team to direct IT strategy and business process innovation, he will integrate people, processes, technology, and systems in support of NovoLogix's mission to further expand its core capabilities and continue to drive innovation in the healthcare marketplace.

"As a healthcare technology company, NovoLogix will benefit greatly from Chris's impressive 30 year track record of experience and industry success working within high-growth, rapidly changing business environments where he directly contributed to marketplace wins for the healthcare company and its clients," CEO David J. McLean said. "The strong team building and operations management skills he brings to our organization will be instrumental in implementing an aggressive IT strategy to create even more competitive advantage for our customers and continuously improve the way that drugs and services are priced, paid for, and delivered to America's healthcare consumers."

Formerly COO and CIO at Diversified Pharmaceutical Services (now Express Scripts), Chris Pearson's background includes 10 years as an independent consultant working with a variety of healthcare organizations and pharmacy benefit management companies, and senior-level positions with CIGNA Behavioral Health and IDS American Express (now Ameriprise). He holds a bachelor of science in Economics from the University of Minnesota and a MBA from the University of St. Thomas.

Reporting directly to CEO Dave McLean, Mr. Pearson joined NovoLogix on August 25, 2008.

[About NovoLogix](#)

NovoLogix is a performance-based healthcare technology company delivering electronic claims re-pricing processes, prior authorization controls, and integrated patient care and pharmaceutical programs. Generating economic results for payers and their stakeholders and improving the management and delivery of drugs and services for healthcare consumers, Minneapolis-based NovoLogix covers millions of members for the nation's largest health plans, pharmacy benefits management companies (PBMs), and government programs. The company holds full accreditation by EHNAC. www.novologix.net

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