



For Immediate Release

For Further Information

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**ELLUMEN EXPANDS EXECUTIVE TEAM WITH APPOINTMENT OF VICE
PRESIDENT OF INFORMATICS**

*Seasoned Industry Veteran with Extensive Experience in Bio-Informatics for the NIH
Added to Drive New Health Initiatives*

ARLINGTON, VA – TUESDAY, SEPTEMBER 21, 2010 - [Ellumen](#), a provider of expert services and IT solutions to federal and commercial health enterprises, today announced the appointment of Russ Rieling as Vice President of Informatics. Rieling has a solid track-record that spans nearly 30 years successfully leading, developing and managing strategic advanced technology initiatives in bio-informatics, information security and geo-physical sciences for federal and commercial organizations in the healthcare, financial and energy industries. Rieling will be responsible for driving the growth of Ellumen's flagship programs in health information exchange (HIE) and medical imaging across civilian and commercial health organizations.

“Russ’ successes at the NIH, as well as his inter-organization experience provides Ellumen with an important perspective into how to improve collaboration and information sharing across federal, commercial and academic health organizations,” commented Michael J. Luby, co-founder and COO at Ellumen. “Ellumen is well positioned to leverage opportunities unfolding in the healthcare industry, and we look forward to his wealth of knowledge helping Ellumen grow to the next level.”

Rieling previously served more than 10 years at SAIC, most recently as an assistant vice president. He was appointed program director for the National Institutes of Health (NIH), where he led informatics programs for the National Cancer Institute (NCI) and National Heart, Lung and Blood Institute (NHLBI). He launched SAIC's bio-informatics business, supporting the NCI's Center for Biomedical Informatics and Information Technology (CBIT), and is where he led the development of infrastructure software components and applications that enabled collaboration and information sharing within the cancer research community, specifically the Cancer Biomedical Informatics Grid (caBIG[®]) Program. His inter-organizational experience with health and research data integration and reduction led to the development of applications that enabled significant data analysis outcomes for NIH's research missions.

“Ellumen's long-standing work on the military's Bi-Directional Health Information Exchange demonstrates the company's commitment to enabling the exchange of sensitive medical data records in support of the President's Virtual Lifetime Electronic Record (VLER) initiative,” said Rieling. “I am impressed with the Ellumen team, which is so intensely focused on innovating health IT solutions that transform how organizations efficiently share information that will ultimately improve the quality and timeliness of medical care. I am pleased to be a part of the team at this exciting time”

Ellumen has played a key role in the success of numerous large-scale, highly visible projects, helping public and private health organizations prepare for the future of the Virtual Lifetime Electronic Record (VLER) and HIE programs. The company has been operating and maintaining one of the world's largest HIE for the Departments of Defense (DoD) and Veterans Affairs (VA) – the Bi-Directional Health

Information Exchange (BHIE), which thousands of DoD and VA clinicians, healthcare and benefits administrators use daily to access real-time health information for over 15 million beneficiaries.

Prior to SAIC, Rieling served in various senior engineering roles for Mobile Oil Corp. for nearly 15 years. He holds a Bachelor's of Science degree in electrical engineering from Kansas State University.

About Ellumen Inc.

Ellumen, an innovative provider of IT services and solutions for federal and commercial health enterprises, specializes in the integration of electronic health records, clinical and business applications, and digital medical imaging within and across organizational boundaries. Architects of the bi-directional health information exchange (BHIE) for the DoD and VA, Ellumen helps clients prepare for the future of health information exchange (HIE) through clinical standards interoperability, data analytics and data security. Agility, responsiveness, and personal commitment to the needs of our customers are hallmarks of Ellumen's projects, and our collaborative culture encourages teamwork and accountability among our employees. Ellumen is headquartered in Arlington, VA, more information can be found at www.ellumen.com.

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