

# PORTBLUE<sup>®</sup>

CORPORATION

For Immediate Release

## **PORTBLUE NAMES DRS. IRVING PIKE AND STEVEN SCHLOSSBERG TO NEW PRACTICESENSE<sup>™</sup> ADVISORY BOARD**

*Distinguished Clinicians to Offer Guidance,  
Specialized Management Expertise to PracticeSense<sup>™</sup> Suite*

LOS ANGELES, Calif. (July 25, 2006) - PortBlue Corporation (www.portblue.com), a leading provider of web-based expert systems, today announced the appointment of two distinguished physicians to its newly created PracticeSense<sup>™</sup> Advisory Board, supporting the industry's first comprehensive and interactive medical practice analysis suite.

Irving M. Pike, M.D., FACG, and Steven M. Schlossberg M.D., bring a wealth of experience and insight to the board, both as physicians running medical practices and as executives with Southeastern Virginia-based Sentara Healthcare.

Created with a respected expert in the practice management field, Sherry Elliot, PracticeSense analyzes data in multiple areas of practice management, enabling both practice administrators and individual physicians to understand and optimize the key business components of their medical practice. Using a powerful dashboard tool, the initial PracticeSense modules provide users with a "data snapshot" and analysis of payer contracts, provider compensation, and budgets and expenses.

"Given their stature and experience, we are delighted to welcome Drs. Pike and Schlossberg to our PracticeSense advisory board," said Paul Dimitruk, CEO, PortBlue. "In an increasingly complex and stressful business environment for physicians and their practices, PracticeSense brings practical, high-value business know-how and guidance to physicians' practices. Practices that are financially and operationally healthy are simply

more likely to produce good clinical outcomes over time. Both doctors bring experience and insight into medical practice requirements, both from a management perspective and a clinical perspective. Their expertise will prove invaluable in keeping PracticeSense relevant to our audience of group practices and ambulatory surgery centers, whatever their specialty.”

Dr. Pike is an Assistant Professor of clinical internal medicine at Eastern Virginia Medical School and President of Gastroenterology Consultants in Virginia Beach. He also serves on the Board of Managers for the Gastrointestinal and Liver Specialists of Tidewater, a 29-gastroenterologist group in eastern Virginia. Prior to resuming work at his gastroenterology practice, Dr. Pike served as the Vice President of Medical Affairs with Sentara Healthcare, a six-hospital integrated healthcare delivery system.

He brings to the board extensive experience in areas of management, including insurance, operations, re-engineering and strategic planning. As Sentara’s Director for Physician Education, he developed a two-year curriculum for business education for practicing physicians. He has also served as Vice President of Medical Affairs at Sentara Bayside Hospital.

Dr. Pike is active as a lecturer and writer on gastroenterology management practice, and currently serves as the Chairman of the American College of Gastroenterology’s Practice Management Committee, Chairman of the American Society for Gastrointestinal Endoscopy’s Ambulatory Endoscopy Special Interest Group and Co-Chairman of the American College of Gastroenterology and American Society for Gastrointestinal Endoscopy’s joint taskforce for developing Endoscopic Quality Indicators.

Dr. Pike is a graduate of Emory University and the Medical College of Georgia. He subsequently continued his training in internal medicine at the University of Texas Health Science Center, Dallas. He remained at UTHSCD for his gastroenterology fellowship.

Dr. Schlossberg is Vice President of Medical Informatics for Sentara Healthcare and Chairman of the Practice Management Committee of the American Urological

Association. He is also a Professor of Urology at Eastern Virginia Medical School and a practicing urologist with an expertise in male and female genitourinary reconstruction. He currently serves as the Physician Chief Operating Officer for Urology of Virginia, a 35-person single specialty group and is the Managing Partner for Devine-Tidewater Urology, a 14-physician practice, a division of Urology of Virginia.

Dr. Schlossberg is a graduate of Cornell Medical College, where he completed his urology residency. He then completed a fellowship in adult and pediatric reconstructive urology at Eastern Virginia Medical School and went on to complete the Executive MBA program at the College of William and Mary in 1998.

#### **About PortBlue Corporation**

Founded in Los Angeles in 2000, PortBlue Corporation ([www.portblue.com](http://www.portblue.com)) provides a highly innovative system for building web-based decision support systems. The practical know-how of recognized experts is rapidly transformed into web-based training, work process and decision-support tools and systems in the form of PortBlue hosted applications accessible 24/7. PortBlue's systems effectively mentor and guide users – be they employees, customers, or trainees -- through tasks and processes to optimal decisions and outcomes.

#### **For more information contact:**

Ken Greenberg

Edge Communications, Inc.

818-990-5001

[ken@edgecommunicationsinc.com](mailto:ken@edgecommunicationsinc.com)