



*For Immediate Release*

**PRACTICE MANAGEMENT EXPERT SHERRY ELLIOTT  
JOINS WITH PORTBLUE, OTHER EXPERTS  
TO DEVELOP MEDICAL PRACTICE MANAGEMENT EXPERT SYSTEM**

*Leading Industry Authority to Collaborate in Development of  
Medical Practice Management Tools*

LOS ANGELES, Calif. (April 25, 2006) - PortBlue® ([www.portblue.com](http://www.portblue.com)) today announced a collaboration with medical practice management expert Sherry Elliott, Associate Professor and Vice Chair of Operations for the Department of Radiology at Virginia Commonwealth University and board member at large of the Medical Group Management Association ([www.mgma.com](http://www.mgma.com)).

Elliott will contribute to the development of a new suite of medical practice analysis and management tools designed to optimize physician practice operations and improve their bottom lines.

Elliott brings to the PortBlue collaboration more than 20 years of practice-related experience, including certification as a Medical Practice Executive (CMPE) through the American College of Medical Practice Executives ([www.acmpe.com](http://www.acmpe.com)). She has published articles on capitation and benchmarking, and has presented topics on financial and clinical productivity, the resource-based relative value scale (RBRVS), and physician compensation. Elliott has long been involved with the MGMA, most recently as a board member at large. She holds an MBA from Virginia Commonwealth University.

A leading provider of web-based expertise deployment systems, PortBlue retained Elliott to provide insight into the increasingly complex field of practice

management, and to collaborate in developing a suite of applications that bring interactive business expertise to physician practices. Current application topics include: analyzing payer contracts, projecting cash flow, customizing physician compensation modeling, and optimizing staffing needs.

“Our goal is to develop solutions that enable practice managers and individual physicians to understand and optimize the business end of their practice,” said Paul Dimitruk, PortBlue’s CEO. “Sherry’s participation as a content partner signifies a key step toward providing the most comprehensive, powerful practice management tool available. We’re delighted to benefit from her extensive experience as we expand our presence in the healthcare sector.”

In healthcare, PortBlue’s expertise deployment systems include a hospital disaster management solution, an ambulatory surgical center solution, capital expenditure planning tools, and more. With all PortBlue solutions, applications are hosted by PortBlue, there are no upfront software charges, no updates to purchase and no client-side data storage requirements.

#### **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 expertise deployment 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.

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