

## **PlayMaker Health Announces Leadership Reorganization to Advance Corporate Strategy**

*Senior leadership changes position the post-acute growth and business intelligence platform for growth*

**NASHVILLE, Tennessee – February 4, 2020** – PlayMaker Health, the industry-leading post-acute growth, and business intelligence platform, today announced a strategic reorganization that will better position the Company to capitalize on the rapidly-evolving post-acute healthcare landscape while also optimizing the value of the platform for its hundreds of provider clients nationwide.

John Griscavage has served as CEO at PlayMaker since 2014. In his new role as Executive Chairman at PlayMaker Health, Mr. Griscavage will focus on driving organizational strategy and growth initiatives. Gregg Boyle, Vice President of Engineering, has been promoted to CEO of PlayMaker Health. Holly Miller, Vice President of Sales and Marketing, has been promoted to Chief Revenue Officer.

Reflecting on this next phase of evolution for the Company, Mr. Griscavage said, “It has been a tremendous honor to serve as CEO of PlayMaker for the past five years, and I am incredibly proud of what our team has accomplished together. We now stand as the leading sales enablement and business intelligence platform serving post-acute care, and this reorganization has been part of our long-term strategy to remain at the forefront. I’m honored to have the opportunity to promote Gregg and Holly into these new roles and am confident that they will successfully guide the Company as it continues to grow.”

After serving for more than two years as Vice President of Engineering, Mr. Boyle steps into the role of CEO with a proven track record of driving product innovation and delivering industry-leading business growth solutions for post-acute care, including the acquisition and integration of data analytics platform viaDirect and the launch of several new products that closely align with the Company’s goal of transforming data into actionable business intelligence.

As Chief Revenue Officer, Holly Miller will have an expanded focus on driving rapid market growth and penetration. “Holly’s incredible contributions to sales and marketing have been instrumental in the success we’ve seen over the past few years. In her new role, she will bring that same enthusiasm and determination to our complete client experience,” said Mr. Griscavage. Added Ms. Miller, “We will be laser-focused on continuing to innovate and drive additional value for our clients and partners, ensuring both leadership and the sales teams in the field have the actionable data insights and business intelligence they need to differentiate and grow market share. I am thrilled to take on this new role and help write the next chapter in the PlayMaker story.”

“Today’s announcement marks a significant acceleration of PlayMaker’s growth trajectory,” said newly appointed CEO Gregg Boyle. “As the market demand and competition grows in the post-acute space, PlayMaker Health is focused on strategically positioning our software and mobile-first CRM to deliver even greater impact on the sales and marketing performance of home health, hospice, HME, and infusion providers.”

**About PlayMaker Health**

With 11 years of unparalleled growth for clients and partners, PlayMaker Health is proud to be the post-acute growth platform for more than 2,300 home health, hospice, HME, Infusion, and long-term care agencies and organizations nationwide. PlayMaker delivers the most comprehensive and current claims data, including Medicare Parts A and B, Medicare Advantage, Medicaid, and Commercial. By combining market data and over 35 EMR integrations with a mobile CRM, PlayMaker's platform facilitates interoperability, turning data insights into actionable sales and growth intelligence. Learn more at <https://www.playmakerhealth.com>.