

Critical Alert Systems Announces New Vice President of Marketing, National Sales Director and Clinical Educator

Jacksonville, Florida (March 11, 2013) – Critical Alert Systems has recently welcomed three new senior level hires that reflect the company's dynamic growth over the past 18 months. Each position will be a key component in ensuring the success of CommonPath™, the company's flagship product that goes beyond traditional nurse call systems to serve as a unified backbone for all hospital communications.

Marc Rubinstein

Vice President, Marketing, Critical Alert

Critical Alert welcomes Marc to the newly created role of Vice President, Marketing. Bringing 20 years of healthcare marketing experience to the company, Marc will develop and drive marketing and communications strategy for all of Critical Alert's operating companies providing CommonPath nurse call, critical messaging and mHealth products and services. In addition to his experience as a brand marketing consultant, Marc has held senior-level marketing and product management positions with large healthcare organizations including Johnson & Johnson and UCB Pharma. He received his MBA from Rollins College.

Joseph Leger, RCDD

National Sales Director, Critical Alert

With more than 20 years of technical healthcare sales and consulting experience, Joe joins Critical Alert as the company's new National Sales Director. Joe will work with the sales team to identify and create sales opportunities for CommonPath nurse call as well as Critical Alert's critical messaging and mHealth product and service offerings. He will also be responsible for the development and execution of the company's sales distribution strategy. Previously, Joe was an Associate Partner for Syska Hennessy Group's technology service offerings and a Principal for both EDI, Ltd. and Sparling Inc. in technology consulting. He is a Registered Communications Distribution Designer (RCDD) and former member of the U.S. Marine Corps.

Merle Delinger, RN, BSN, BBA

Clinical Educator, Critical Alert

Merle joins Critical Alert as Clinical Educator for the CommonPath nurse call system. In that role he will conduct staff education and training at hospitals installing CommonPath as well as develop instructional brochures and webinars for the system. Prior to joining Critical Alert, Merle was with Shawnee Mission Medical Center since 1996, most recently as Clinical Systems Analyst and a member of the Clinical Informatics Team. His strong focus on clinician education includes one-on-one sessions and classroom training for managers, physicians, physicians' assistants, advanced practice nurses and staff nurses for a broad range of technical systems including Computerized Provider Order Entry (CPOE) and Interdisciplinary Plans of Care (IPOC). A former U.S. Army Officer, Merle has held Kansas and Missouri Registered Nurse licensure since 1996.

About Critical Alert Systems

Critical Alert Systems (CAS) provides healthcare communications technology solutions that help save lives and deliver faster, more efficient patient care to more than 500 hospitals nationwide. The company's software-driven CommonPath™ is the next generation of nurse call systems – a patient-centered, simple-to-use system that is highly configurable and scalable and offers measureable improvement in patient satisfaction and staff efficiency. Through its paging services, CAS provides fast and reliable critical messaging for emergency medical and disaster response teams in 13 states in New England and the central southeastern U.S. CAS also is an equity partner with Mobile Heartbeat™, smartphone technology that provides clinicians instant access to critical patient information. More information is available at www.criticalalert.com and www.mobileheartbeat.com.