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Jeff Norman Joins TRG Healthcare to Lead Business Development and Expansion of Laboratory Consolidation Services

November 3, 2011 PHILADELPHIA, PA—TRG Healthcare (TRG), recognized nationally as a premier healthcare consulting firm for strategic planning, transactions and affiliations announces the appointment of Jeff Norman to Partner.

Mr. Norman is an accomplished healthcare executive with over 30 years of experience in academic and community hospital settings. In his new role with TRG, Mr. Norman will spearhead the company's business development for laboratory consolidation services. These services are focused on helping large health systems assess lab consolidation opportunities across multiple hospitals and gain a clear understanding of the positive impact consolidation could have on their organization, management and staff. When consolidation makes sense, TRG provides support with feasibility testing and execution of the system's preferred arrangements.

Mr. Norman is experienced in laboratory services having led operations of several hospitals and health systems, provided oversight for their regional laboratory services and lab joint ventures, and served as Chairman of the Board of Directors of Pennsylvania-based DBI Laboratories, Inc.

"We are excited that Jeff has joined TRG to help continue the firm's growth and expand our services in laboratory consolidation," says Howard Peterson, Managing Partner of TRG Healthcare. "In order to evolve within the context of the emerging market, many large health systems are rethinking their laboratory service arrangements. Jeff is a highly respected health care executive with a track record of successfully guiding hospitals and health systems through significant organizational change and will provide our lab consolidation clients with valuable outside knowledge of what works where, why and how and the ability to translate that knowledge into actions."

Mr. Norman's Hospital and Health System experience is derived from serving as President/CEO of St. Joseph Medical Center, Towson, MD; Executive Vice President and Chief Operating Officer of Scottsdale Healthcare, Scottsdale, AZ ; and Executive Vice President of St. Vincent's Health System in Jacksonville, FL. Previous other responsibilities have included Chief Executive Officer at Phoenix Baptist Hospital and Medical Center in Phoenix; Chief Executive Officer of Mercy Fitzgerald Hospital in Darby, PA; Chief Operating Officer at Hershey Medical Center in Hershey, PA; and several management positions at Rush University Medical Center in Chicago, IL.

Mr. Norman has a Master's Degree in Public Health from the University of Pittsburgh, Graduate School of Public Health and is a graduate of Valley Forge Military Academy. His board and community memberships have included Chairman of the Board of Directors of DBI Laboratories, Inc.; membership on the Florida and Arizona Hospital Association Boards; Member of a regional Salvation Army Board; Member of a regional American Heart Association Board; member of the Valley Forge Military Academy Alumni Board; and Chairman of the Leadership Group of the Christian Business Men's Committee. Mr. Norman has also instructed Master's students at Rush University in the Department of Health Systems Management, and he is one of five healthcare leaders used in case studies in a book entitled *Turning Healthcare Leadership Around* published by Jossey Bass.

Based in Philadelphia, PA, TRG Healthcare is recognized nationally as a premier healthcare consulting firm. The firm offers best-in-class resources, innovative thinking, proven methodologies and breakthrough results. The TRG team of senior level consultants brings significant experience and creativity to each client engagement with particular expertise in strategic and business planning, financial advisory and valuation, hospital-physician alignment, transactions and affiliations, as well as services specific to academic medical centers and the clinical service lines of cardiovascular, cancer, orthopedics, neurosciences and surgical services. To learn more visit www.trghealthcare.com.