



## **FOR IMMEDIATE RELEASE**

### **QLIANCE MEDICAL MANAGEMENT NAMES ROBERT NAKAHARA CHIEF FINANCIAL OFFICER**

*Seasoned Executive Brings Nearly 30 Years of Health Care Leadership to New Role at Qliance as Company Prepares for National Expansion*

Seattle, WA – May 25, 2010 – Qliance Medical Management Inc., which operates insurance-free direct primary care clinics -- also known as "direct primary care medical homes" -- in Washington State, today announced it has appointed Robert Nakahara chief financial officer. Nakahara was most recently a partner at financial consulting firm Tatum LLC, responsible for the technology and health care industry practices in their Seattle office.

"Bob is an exceptional financial and operating executive in the health care industry," said Norm Wu, co-founder and CEO of Qliance Medical Management, Inc. "We're particularly excited about his experience across the entire spectrum of health care -- from a high growth services firm to a behavioral health care provider organization to health insurance companies and even health care software/technology. His broad leadership experience will prove invaluable as we drive growth in a post-health care reform world that is set for dramatic changes."

"The Qliance business model is transformational and it perfectly complements the recently enacted national health care legislation and has the potential to significantly reduce our spiraling health care costs," said Nakahara. "I'm excited about joining a fast growing organization that will make quality health care accessible and affordable to virtually all Americans. By decoupling primary care from insurance to enable low cost and timely access to quality care and focusing insurance on protecting against unforeseen, expensive medical issues, individuals, employers and unions can save 20 to 50 percent on comprehensive care."

Nakahara brings 28 years of leadership experience and corporate management in the health care industry to Qliance. From 2003 until its acquisition in 2009, he was the chief financial officer of MedManage Systems Inc., the pharmaceutical industry's most comprehensive online sampling and promotional technology service provider. During his tenure at MedManage, he oversaw a broad range of finance, accounting, treasury, legal, human resources, administration and facilities functions, and raised over \$20 million in venture capital while leading successful negotiations with physician channel partners such as WebMD, Thomson PDR, Allscripts, Dendrite International and others.

Prior to MedManage, Nakahara was the managing director of Alliance Health Technologies LLC. He has also held numerous executive and financial positions for health care provider and insurance companies including President/COO of Advanced Research Systems, CFO/CAO of Mentor Health Northwest/Spectrum Health of Washington, SVP/CFO of PREMIERA/Blue Cross of Washington and Alaska and VP/Controller of Pierce County Medical Blue Shield. Nakahara spent his early career as an auditor at KPMG and PriceWaterhouseCoopers. He is currently serving his fifth three-year term as a director on the Washington State Investment Board, a \$70 billion retirement fund.

Nakahara holds a bachelor's in accounting/finance/international business from the University of Washington and an MBA in finance from the University of Puget Sound. In addition to the Washington State Investment

Board, he is a member of the American Institute of Certified Public Accountants, Washington State Society of CPA, and a Finance Committee member of the University of Washington Alumni Association.

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### **About Qliance Medical Management**

Qliance Medical Management was founded in 2006 and provides operating and management services to Qliance Medical Group of Washington PC, which operates clinics under the Qliance® brand. Qliance offers people of all ages and incomes unrestricted access to all types of primary, preventive and chronic illness care for one monthly membership fee, ranging between \$44 and \$84, depending on age, for its core service level. Qliance does not exclude anyone for pre-existing conditions and offers 30- to 60-minute same- and next-day appointments, 7-days per week. Through Qliance, patients and employers are getting exceptional care and saving up to 50 percent on comprehensive health care costs when bundled with a lower-premium insurance plan. Qliance has raised \$13.5 million, led by Second Avenue Partners with participation by Clear Fir Partners LP, New Atlantic Ventures, Bezos Expeditions, MSD Capital and other private investors. For more information, visit [www.Qliance.com](http://www.Qliance.com).

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