



## Roger Mermelstein to lead Innovation Health Sales and Account Management Team

*The following message is from Dave Notari, CEO Innovation Health.*

We're excited to announce that **Roger Mermelstein** will lead the **Innovation Health Sales and Account Management team** beginning April 3rd. He will report directly to me and be accountable for the overall success of the growth, retention and distribution of our business. In this role, the immediate focus will be on building strong relationships with the existing dedicated team, identifying short term opportunities with external distribution, and executing on a disciplined management practice. Subsequently, he will focus on transformational change that touches every aspect of our company — its people, processes, structure, culture and strategies.

Roger carries a history of success at building and coaching high-performance sales organizations, enterprise strategic planning and developing long-term relationships with customers. Most recently, he served as national vice president for **Hanger**, a billion dollar provider of Orthotic & Prosthetic services in the US with over 2,600 payer contracts nationally. He led the sales and service organization that strategically worked with all carrier partners representing over 47% of company revenue and growing incremental revenue by over \$125 Million. Prior to this position, Roger served as Head of Sales and Marketing for **Aetna Federal Plans** leading the national sales team representing 520,000 members and \$1.5 billion in revenue over a 5 year period.

Roger is a native Washingtonian and has a Bachelor of Business Administration from the University of Miami. In his free time he enjoys coaching his kid's baseball and basketball teams. Please join us in welcoming Roger into his new role. We look forward to his leadership as we jointly create the pre-eminent Sales and Account Management teams in the market.