



nThrive and Aloft Group Win “Best Creative” HITMC Award in Recognition of Rebrand

nThrive CMO and Aloft Group CEO accept the award during ceremony in Las Vegas

Alpharetta, GA – April 20, 2017 – [nThrive](#), an independent Patient-to-PaymentSM solutions company, along with healthcare brand strategy consulting and marketing communications firm, [Aloft Group](#), received the “Best Creative” award at the [Healthcare IT Marketing and PR Conference](#) (HITMC) awards ceremony in Las Vegas. The award recognized the excellent creative strategy that was behind the rebrand of MedAssets, Precyse and Equation into nThrive which was launched mid-2016 and has now grown to comprise two additional acquisitions, Adreima and e4e.

The inaugural HITMC Awards were launched in association with the HITMC Conference to highlight some of the exciting, interesting, unique and high quality marketing and PR initiatives across healthcare IT.

“It is great to see our team recognized by the healthcare marketing community for our rebranding efforts to become a forward-thinking, next generation company to compete in this competitive market,” said Kristen Saponaro, chief marketing officer of nThrive. “Guided by Aloft Group’s brand strategy and creative process, not only did we do it effectively, but we achieved it in a very short timeframe.”

“We were delighted to be entrusted with this rebranding process and honored to be recognized in this way,” said Matt Bowen, president and CEO of Aloft Group. “Developing a strong story behind nThrive’s new brand entity to capture their true essence was an important element to our creative strategy and it was a pleasure to collaborate with Kristen and her team to effectively bring the vision to reality in a very short period of time.”

About nThrive

From Patient-to-PaymentSM, nThrive provides all the technology, advisory expertise, services, analytics and education programs health care organizations need to thrive in the communities they serve. Formerly known as MedAssets, Precyse and Equation, nThrive is built on a legacy of



excellence. Most recently, nThrive acquired two leaders in their fields, Adreima – a provider of patient-centered, clinically integrated revenue cycle services that help patients find coverage and meet their financial obligations – and e4e Healthcare Services – a business process outsourcing company. The five organizations together combine top talent and capabilities in the health care industry into a single enterprise. www.nthrive.com

About Aloft Group, Inc.

Aloft Group is an internationally focused brand strategy, strategy-organization alignment and marketing communications firm committed to helping organizations achieve business and sales objectives and attain leadership positions across countries, markets and channels. Aloft Group specializes in health and health technology and has helped lead growth brand strategy and growth initiatives with such brands as the *New England Journal of Medicine*), FUJIFILM Medical Systems, AAAS-Science Magazine, MediRevv, Sciex, Beacon Partners, GE, The North Face, Clinithink and Nuance. Aloft is part of E3, a hands-on team of over 1000 from 30 organizations across 24 countries. For more information, please visit <http://www.aloftgroup.com>. Follow Aloft at <http://www.twitter.com/aloftgroup>.