



GHX unveils new European management structure

Commitment to Europe strengthened through appointment of former GS1 steering committee member as new co-Managing Director of GHX Europe GmbH

London, September 10 2008 - GHX, the foremost provider of electronic supply chain management solutions in healthcare, emphasises customer satisfaction and growth in key markets as the central focus of its business strategy and management restructuring. At the European level, Frank Brüggemann joins the executive team of GHX Europe with immediate effect as Managing Director of GHX Europe GmbH. UK Managing Director Roy McDonald becomes Executive Director of IT and R&D in the European GHX organisation, relocating to Germany. At the country level, Oliver Zumbeel in Germany leaves his previous role as Country Sales Manager to become Director of Operations. In Austria, Dominique Page assumes responsibility as Country Manager, in addition to his current role as Country Manager for Switzerland.

Frank Brüggemann's arrival at GHX Europe GmbH completes a triumvirate of Managing Directors, which includes David Kerr and Dr. Christoph Luz. Brüggemann explains his mission: "To position GHX with its eBusiness solutions in Germany and Europe as a platform for accurate, standardised data, with high service standards, and as a neutral service provider for all stakeholders in the healthcare sector." He will therefore focus his activities on the promotion and implementation of industry-wide standards.

Brüggemann is a physician who worked previously in minimally-invasive specialist areas of orthopaedics and surgery as a doctor and paramedic, before he moved into industry. There he gained project experience in the areas of SAP EAI, DMS, DICOM and electronic patient records. From 2001 to 2004 Brüggemann worked for GHX Europe BVBA in the areas of hospital- and supplier integration, business development and as Managing Director. From 2004 he launched GSG Ltd and was its Managing Director. Brüggemann became particularly familiar with issues relating to e-business in the healthcare sector through his close co-operation with the University of Osnabrück and numerous working groups (GS1 and BVMed). He is also co-author of the book 'e-business in Health Care' by Prof. Ursula Hübner (FH Osnabrück) and was a member of the Steering Committees of GS1 Healthcare and GS1 global HUG Germany until July 2008.

Roy McDonald was one of the founders of TecSol Ltd in the UK and its Managing Director for 14 years. He oversaw the takeover of TecSol by GHX and since 2006 has been on the European board of GHX, while remaining UK-based. In early 2008, he transferred his technology skills to the European organisation full-time and in July he relocated to Düsseldorf.

McDonald says: "My aim is to help build the European skills within GHX, particularly with regard to the technology for the global exchange, which will be integrated into Europe in order to work seamlessly with exchanges in Germany, the UK, Switzerland, Benelux and Austria - and the rest of Europe in due course."

Oliver Zumbel has been with GHX since February 2001 and has held various senior positions for the company in the areas of professional services, key account management and sales for Germany and Europe. In his new role, he will have overall responsibility for professional services and customer service.

Dominique Page previously worked for Price Waterhouse Consulting, before joining GHX in 2003 to establish its Swiss operation. As Country Manager, he will also assume responsibility for Austria.

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About GHX UK Ltd

GHX operates a transaction platform for suppliers and providers, with an array of different modules and services for e-procurement and integration, as well as the registration, management and examination of SKU master data. In 2007, GHX processed 500,000 transactions in the US alone, and processed more than \$30 billion of transactions in North America and Europe. Via GHX's central interface (GHX Exchange), currently over 200 medical institutions and 200 suppliers in the UK are communicating and trading electronically. Founded in 2001 and owned by a consortium representing the entire healthcare supply chain, GHX's global headquarters are in Denver, Colorado. The company's European headquarters are in Düsseldorf, with a local sales and development/technical support office in the UK to meet the particular needs of the NHS. Further information: <http://www.ghxuk.com>

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