



## **Diane Appleyard Joins Santa Rosa Consulting's Board of Directors**

Nashville, TN and Bloomfield Hills, MI: Santa Rosa Consulting, Inc., a leading national provider of healthcare information technology and management consulting services, today announced the appointment to its Board of Directors of Diane Appleyard.

Ms. Appleyard is President and CEO of Core Consulting and the Healthcare Institute. Ms. Appleyard has a distinguished background in education and public service in addition to her leadership roles with Core Consulting and the Healthcare Institute. In addition, Ms. Appleyard has worked in publishing and broadcasting, and has served on the boards of Pensacola Junior College, Northwest Florida Rehabilitation Foundation and the National Committee for Quality Health Care, among many others. Ms. Appleyard received her bachelors degree from Birmingham-Southern College, cum laude and her masters degree in English from Vanderbilt University.

Santa Rosa Chairman, Richard Helppie commented: "Santa Rosa is very pleased that Diane Appleyard is joining our Board. I have known Diane for many years as our paths have crossed in the healthcare industry, and I know Diane to be an astute and energetic strategist in healthcare. Diane's Healthcare Institute is a heralded think tank for healthcare executive leadership, and Diane's experience working with healthcare CEOs will give Santa Rosa valuable insight into the thinking of our customers and how we can better serve them."

Diane Appleyard added, "I am pleased to have the opportunity to join Santa Rosa's Board of Directors. I have admired Santa Rosa's development, and the organization that Rich Helppie and Tom Watford have built and I am excited to have the opportunity to participate and assist in that success. Santa Rosa's focus on and commitment to customer service is a differentiator in this market and I hope that my long work experience with healthcare provider CEOs and other leaders will assist Santa Rosa to better understand and meet customer objectives."

### **About Santa Rosa Consulting**

Santa Rosa Consulting is a national provider of information technology and management consulting services to the healthcare industry. Founded in 2008 by industry veterans Richard Helppie and Tom Watford, Santa Rosa offers a broad scope of management advisory services as well as technical consulting expertise across the full range of IT vendor products and systems including information technology planning, implementation consulting, and staffing and recruitment services. For more information about Santa Rosa Consulting and its services please visit [www.santarosaconsulting.com](http://www.santarosaconsulting.com) or call 866-944-4772.