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**NASHVILLE START-UP CHANGE:HEALTHCARE SELECTS  
LIMPUS COMMUNICATIONS FOR ITS MARKETING COMMUNICATIONS EFFORTS**

**NASHVILLE, Tenn., (January 5, 2008)** – Nashville-based healthcare technology startup change:healthcare ([www.changehealthcare.com](http://www.changehealthcare.com)) has tapped Limpus Communications to handle its marketing communications efforts.

The firm's first assignment will be to help unveil the company's new website to the industry and media at the end of March. Going forward, other assignments will include branding and positioning efforts with the company's customer base, local and national media exposure and the promotion of a new book, *My Healthcare is Killing Me*, written by the company's co-founders to help consumers navigate the American healthcare system.

"These efforts will tap our experience in the healthcare arena and should be an exciting challenge for us," said Frank Limpus, principal, Limpus Communications. "We're pleased that change:healthcare has turned to us to help them grow and positively affect the bottom line."

Founded two years ago as a cost transparency firm, change:healthcare works with employers and third party administrators (TPAs) to help employees make more value- and quality-driven healthcare purchase decisions. Their central product, a website platform, uses actual company medical claims to show employees the cost of medical services, providers and pharmaceuticals in their area so they can see where less expensive alternatives can be purchased. change:healthcare's tools are helping companies save anywhere from 10 to 30 percent in their healthcare costs.

Limpus Communications is a Franklin-based marketing communications agency that creates and executes internal and external communications to help businesses exceed their goals and objectives. With more than 25 years of experience in industries that include healthcare, automotive, higher education, banking and consumer goods, and access to experienced associates, the agency provides clients a cost-effective alternative to full-service communications firms or in-house workers.

For more information: [www.limpuscommunications.com](http://www.limpuscommunications.com) or 615-668-9938.

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