



## **NEW TRICAST EXEC CHARGED WITH ENHANCING THE CUSTOMER SERVICE EXPERIENCE**

**Milwaukee, WI (July 27, 2010)** – [TRICAST, Inc.](#) announces that Lisa Lenda has joined the company as an Audit Consultant to support internal and external audit projects while building strong relationships with customers. Previously, Lenda was a partner relations consultant for Zywave, Inc., Milwaukee. She has more than 15 years experience in insurance, benefits and human resources.

“One of the things that differentiate TRICAST is our focus on the customer experience,” says [Greg Rucinski](#), TRICAST President & CEO. “TRICAST’s approach provides a sentinel effect of clarity, accountability and financial opportunity to ensure the maximum value is garnered from an organization’s pharmacy benefit program. We are extremely pleased to welcome Lisa to our team to enhance our ability to do this.”

Currently, Lenda is pursuing a Bachelor Degree in Business/Professional Communications from Mount Mary College.

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### **About TRICAST, Inc.**

TRICAST, Inc., founded in Milwaukee in 1997, uses pharmaceutical and medical claims analysis for benchmarking, audits and risk analysis for health benefit plan sponsors. The company also provides timely reporting on vendor performance, allowing opportunities for decisive responses. The net result is better program oversight, lowered plan costs and risk exposure.

TRICAST delivers data-driven cost control solutions every day. As a leading next-generation health information business, TRICAST offers programs, products and applications for the healthcare industry that assist risk entities controlling overall healthcare costs, with a specific focus on pharmaceutical benefits. Please visit [www.tricast.com](http://www.tricast.com) to learn more.

### **For more information:**

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