



NEW TRICAST EXEC CHARGED WITH ENHANCING THE CUSTOMER SERVICE EXPERIENCE

Milwaukee, WI (July 29, 2010) – Jim Casurella, a veteran IT leader with health care consulting experience, has been named as the first-ever Chief Information Officer for [TRICAST, Inc.](#), according to Greg Rucinski, President & CEO.

“As we continue on our growth path it has become our technology infrastructure has been one of the underpinnings of our strategy,” Rucinski said. “Jim’s world-class experience is essential for us to continually enhance the customer experience we currently offer.”

Casurella, of Hudson, WI, most recently ran his own consulting firm working with insurance companies, health care service firms and small businesses. Casurella’s past clients and assignments have included Dell, Cargill, Northwest Airlines, Fair Issac, ORBIT Systems, Technalysis and Burlington Northern. “My goal is to increase our ability to respond quickly to the changing market with targeted software that meets the needs of our clients,” Casurella said. “We are gearing up for continued growth while maintaining the reputation for quality and reliability that TRICAST has earned.”

“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,” Rucinski said. “The addition of Jim to our team is going to enhance our ability to do this.”

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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 to learn more.

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