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## **Steve Pfeil Joins MedPricer as Executive Vice President of Sales and Marketing**

GUILFORD, CT (April, 2011) – MedPricer.com, the leader in cloud-based e-Sourcing services for healthcare contracting, announces the hiring of Steve Pfeil as Executive Vice President of Sales and Marketing.

Mr. Pfeil will be focusing on bringing MedPricer's dynamic value proposition to new and existing clients. He has over 30 years experience in the medical supply field.

Mr. Pfeil was a co-founder of Broadlane, Inc. where he served in various roles, most recently as a Senior Vice-President of Business Development. Prior to Broadlane, Mr. Pfeil was the Vice-President of BuyPower, a Group Purchasing Organization of Tenet Healthcare, where he was responsible for new client acquisition and client management.

"Steve's outstanding success in new client acquisition and his record of growing a supply chain solution company for healthcare is a perfect fit for MedPricer," said Chris Peasner, Chief Executive Officer of MedPricer. "We are excited to have someone with his sales leadership experience on board."

### **About MedPricer**

MedPricer provides an e-Sourcing solution designed for the unique requirements of the healthcare supply chain. The company's cloud-based negotiation platform provides the flexibility to source nearly every expense category in a hospital, allowing clients to negotiate contracts during a live-bid process. The MedPricer e-sourcing process ensures the best terms and value from current and prospective suppliers. The company's executive team has more than 100 combined years of experience in sales of capital and disposable equipment to hospitals and private practices, as well as buying groups. [www.medpricer.com](http://www.medpricer.com)

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