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**Avizent Announces Appointment of  
Brad Lipscomb to Vice President of New Performance Review & Optimization (PRO) Team**

**COLUMBUS, Ohio (December 8, 2009)** — National claims and risk management service provider Avizent announced today that industry veteran Brad Lipscomb has been appointed to the position of Vice President of the Performance Review & Optimization (PRO) Team. He will oversee the newly formed quality and optimization unit charged with enhancing operational performance and outcomes.

“With expanded capabilities for measuring and analyzing program quality, we can continue our efforts to provide the highest level of service for clients, utilize additional metrics to design specific enhancements to meet their business needs, and reinforce our position as a leader in the marketplace,” notes Thomas Watson, CEO of Avizent. “With Brad’s in-depth experience in claims operations, auditing and outcome-based training, he will help us lead the way in developing new programs to review performance and ensure ongoing service quality.”

Lipscomb will also be charged with supporting Avizent’s carrier relations unit by enhancing the company’s quality management program. The team will oversee an enhanced auditing process for all product lines including tools designed to measure customer loyalty, operational performance and employee dedication to corporate goals.

As part of the company’s quality management efforts, Avizent will also be deploying an online, proprietary Voice of Customer (VoC) system. The new solution is designed to gather opinions during interactions with website visitors and from clients using VISUAL Reports Studio, the company’s web-based report delivery tool.

Prior to joining Avizent, Lipscomb established outcome focused management strategies for workers’ compensation, auto and general liability claims services for other organizations. Most recently, Lipscomb served as Vice President of Performance, Benchmarking & Quality for Xchanging. He has held key leadership positions with TIG Insurance Co., Prioris and Employer’s Casualty Company of Dallas.

Lipscomb is a Chartered Property Casualty Underwriter and earned a Bachelor’s degree in Business Administration from Lamar University in Beaumont, Texas. He will be based in Avizent’s Dallas office.

**About Avizent**

*Avizent, based in Columbus, Ohio, is one of the fastest growing national risk management service providers. They offer claims management, medical managed care, alternative risk options and RMIS technology. The company has offices in 40 locations across the United States. For additional information, visit the Avizent website at [www.avizentrisk.com](http://www.avizentrisk.com) or call 888-646-9675.*

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