

## Press Release

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### Ideal expands operations into US healthcare market

**Building on its strength and experience as a leading health systems services company in the UK, Ideal has expanded operations into the rapidly growing US healthcare market with the launch of Ideal Health IT Inc.**

Ideal Health IT Inc. was formed in 2009 and began operations earlier this year. It is now actively working with a number of clients throughout the country and is undergoing an aggressive recruitment campaign to strengthen the team and continue to develop its presence throughout the US.

Ideal Health IT works in partnership with hospitals, health systems vendors and healthcare provider organisations nationwide to ensure that they have sufficient capability and capacity to achieve their business goals and meet strategic targets. Through its portfolio of consulting, training and staffing solutions, Ideal Health IT works hand-in-hand with clients to meet the challenges of successfully planning, implementing and operating an extensive range of health IT systems from various system vendors.

Chris Brimble, MD of Ideal and Chairman of Ideal Health IT, Inc. is excited about the expansion and the benefits that it will provide to clients in both countries. *“Over the past several years, Ideal has established itself as a customer-focused organisation that seeks to understand the needs of our clients and provide high-quality services guided by well-established methodologies and best practices. We are eager to bring these attributes to our US clients and similarly, look forward to continuing to build our UK practice through the knowledge and perspective that we will gain in the US.”*

John Brimble has been named President of Ideal Health IT, Inc. John brings over 20 years of international business experience within both small and large organisations, most recently including Hewlett-Packard Company and Agilent Technologies.

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NOTES FOR EDITOR

#### **Ideal**

Ideal is the UK's leading health systems service company and operates exclusively in the healthcare sector. Ideal provides a portfolio of consultancy, staffing and training services to support NHS Trusts and health systems organisations with the planning, implementation and operation of health systems.

#### **Ideal Health IT**

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