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Press Release

American HealthTech invests its money where its customers benefit.

New strategy and three team additions add to an already strong company profile.

Ridgeland, MS, April 15, 2010:

“As our company enters its fourth decade of leading and supporting long term care, we have initiated what we refer to as our ‘Next Horizon’ strategy”, says Bill Caldwell, Chief Executive Officer. “This strategy is engineered to meet the revolutionary new reality our customer community faces. They are being asked to meet the needs of higher acuity residents while increased revenue is non-existent. This new reality is forcing the long term care industry to adapt, and American HealthTech is committed to innovation as our customers’ see the next horizon. Smart, reliable technology is one of few bright spots that can help.”

Our Next Horizon strategy starts at the top. In what so many call a ‘down market’, American HealthTech continues to invest where it counts most – our people. Three recent additions to our executive team highlight our commitment to be on the leading edge of that which is unfolding for our customers.

Software is more technology-dependent than ever before – New VP, Technical Services

With continued reimbursement challenges, we know that affordable technology must play a larger role in delivering quality care and real time management. To succeed in the years to come, solutions will require a more integrated perspective between software and emerging technologies. To address this need, the company created a new officer-level position of Vice President, Technical Services and promoted Jeff Lincoln to fill it. Jeff’s professional background includes two decades of management and consulting experience in all aspects of technology, including hardware, software and networking services. From the latest point of care technologies to large-scale corporate networks, Jeff’s team of certified technology experts matches the latest technologies to the ever-changing needs of our customers. Leveraging his extensive background, Jeff leads the company’s technology innovation and helps to integrate that research into the larger product development effort.

An industry in transition demands higher levels of support – New VP, Customer Relations

The new reality of higher acuity, short-stay residents demands significant changes in the way our customers do business on a day to day basis. And that means that American HealthTech must support our customers through these changes in a significantly better way. To meet this need, the company has appointed Gregg Waycaster as Vice President, Customer Relations. Gregg brings over 20 years of direct experience in the long term care industry and a wealth of real world knowledge, at

both facility and corporate levels. Prior to joining AHT, Gregg served as an operations executive for a large chain and has hands-on experience as a nursing home administrator dealing with every aspect of long term care. Gregg's broad industry experience combined with the strong service culture of the American HealthTech Customer Relations team is a winning combination to meet our customers' growing and changing needs.

New challenges require better equipped staff – New Director, Education & Communication

Keeping up with the watershed regulatory and culture changes occurring within long term care requires significant extra effort in both communications and staff education. American HealthTech has responded by creating an Education and Communications group directed by Edie Deane. Edie has an early background as a long term care therapist and rehab manager. Before joining American HealthTech, Edie was better known as a consultant and co-founder of Care2Learn[®], an online continuing education service for healthcare professionals. Edie and her expert team are charged with keeping our customers informed with a variety of continuing education opportunities – almost all of which are provided free to our customers. Working alongside our Customer Relations group, their primary aim is to ensure that provider organizations get the most value out of their American HealthTech solutions for years to come.

The three individuals above represent only a part of American HealthTech's Next Horizon strategy. We are investing in every aspect of our business to support the coming new reality of long term care.

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About American HealthTech

American HealthTech is a leader in the long-term care software market. A privately-held American owned company, AHT has consistently led the market in innovative, integrated solutions for the industry. Based in Jackson, Mississippi, American HealthTech is well-positioned for the new wave of regulatory compliance, accountability and technology that is sweeping the marketplace.

To learn even more, contact Devin Simmons, VP Sales and Marketing, 601-572-3015.