



**FOR IMMEDIATE RELEASE**

Media contact:

Taylor Ramsey

Weber Shandwick

617-520-7018

[tramsey@webershandwick.com](mailto:tramsey@webershandwick.com)

**Boston Heart's Diagnostic Report Recognized by CIO Magazine as a CIO 100 Award Winner**

*Personalized report helps healthcare providers communicate advanced heart health lab results and action plans to patients*

FRAMINGHAM, Massachusetts (June 02, 2015) – Boston Heart Diagnostics today announced that the company was named a 2015 CIO 100 Award winner by IDG's CIO magazine for its innovative Boston Heart Diagnostic Report, a highly personalized cardiovascular diagnostic laboratory report designed specifically for patients, launched in January 2015. The 28<sup>th</sup> annual award program recognizes organizations around the world that exemplify the highest level of operational strategic excellence in information technology (IT).

The visual and easy-to-understand Diagnostic Report goes beyond the standard good/bad cholesterol explanation to provide patients with their unique heart health story based on their lab results.

"We're honored that our patient report was recognized as one of the best examples of excellence and achievement in information technology," said Susan Hertzberg, President and CEO of Boston Heart. "Cardiovascular disease is complex but explaining test results or a treatment plan doesn't have to be. The Diagnostic Report is as individualized as each patient's cardiovascular disease story, and is another example of how Boston Heart is designing personalized communication tools that enable patients to improve heart health and prevent disease in a highly engaging and supportive way."

Enhanced imagery, color-coding and common language allows for a clear dialogue between provider and patient. With this tool, healthcare providers are better prepared to explain the rationale behind the treatments and actions they prescribe, and the visual design allows patients to clearly see where targeted action is needed.

"For 28 years now, the CIO 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, Editor in Chief of CIO magazine & Events. "Our 2015 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

Executives from the winning companies will be recognized at The CIO 100 Symposium & Awards Ceremony on Tuesday, August 11 at The Broadmoor in Colorado Springs, Colorado.



### **About the CIO 100 Awards**

Recipients of this year's CIO 100 Award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of external judges (many of them former CIOs) reviewed the applications in depth, looking for leading-edge IT practices and measurable results. Finally, *CIO* editors reviewed the judges' recommendations and selected the final 100.

Coverage of the 2015 CIO 100 Awards will be available online at [CIO.com](http://CIO.com) on August 1, 2015 and in the August issue of *CIO* magazine.

### **About CIO**

CIO is the premier content and community resource for information technology executives and leaders thriving and prospering in this fast-paced era of IT transformation in the enterprise. The award-winning CIO portfolio—[CIO.com](http://CIO.com), *CIO* magazine (launched in 1987), CIO executive programs, CIO strategic marketing solutions, CIO Forum on LinkedIn, CIO Executive Council and CIO primary research—provides business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. Additionally, CIO provides opportunities for IT solution providers to reach this executive IT audience. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at [www.idgenterprise.com](http://www.idgenterprise.com).

### **About Boston Heart**

Boston Heart Diagnostics is transforming the treatment of cardiovascular disease by providing healthcare providers and their patients with novel, personalized diagnostics and integrated customized lifestyle programs that have the power to change the way clinicians and patients communicate about disease and improve heart health. Boston Heart looks beyond the "good" and "bad" cholesterol assessment that conventional labs provide to give a more complete picture of heart health. Founded by renowned cardiovascular researchers and led by seasoned lab and diagnostic executives, Boston Heart is one of the fastest growing health companies in the country. For more information on Boston Heart Diagnostics, please visit [www.BostonHeartDiagnostics.com](http://www.BostonHeartDiagnostics.com)

###