

Date: November 16, 2007

Sherwat Joins The Strategy Group™

Norfolk, VA – The Strategy Group™ (TSG) today announced that Allison Sherwat has joined its team as a senior consultant. Sherwat brings to the firm experience in strategic planning, business development and quality improvement for community hospitals, academic medical centers, physician groups and health systems. Sherwat will provide strategic planning, market and financial analysis, and competitive assessment consulting services to help The Strategy Group clients gain competitive advantage in their marketplace.

Prior to joining The Strategy Group, Sherwat was Senior Associate with The Lewin Group in Washington, D.C. Previously she served as Senior Project Manager in the Business Planning and Market Development division with Partners HealthCare, Inc. in Boston, Massachusetts; and as Project Specialist in the Decision Support and Quality Management Unit at Massachusetts General Hospital. In those roles Sherwat developed and implemented strategies for clinical service lines, physician group management, physician recruitment and retention, new facility development, marketing programs, research program development, and academic affiliations.

Sherwat holds a Masters degree in Public Health with a Health Services concentration from Boston University and a Bachelor of Arts degree from Brandeis University.

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The Strategy Group™ (www.thestrategygroup.com) is a management consultancy specializing in competitive strategy and value innovation in the health industry. The Strategy Group consultants provide expert counsel on long range vision and strategic direction, competitive positioning, brand-driven growth, business development and strategic marketing. The firm's Innovator's Studio™ is a living laboratory that engages health industry leaders in leading edge research and innovation to bring revolutionary ideas to market. Visit us on our website at www.thestrategygroup.com.