



For Immediate Release

Media Contact:

Angela Jenkins
Amendola Communications for PeriGen
720.859.6930
ajenkins@acmarketingpr.com

PeriGen Contact:

Suzanne Trajkoski
Marketing Director
609.228.8346
suzanne.trajkoski@perigen.com

PeriGen Names Chip Long as Senior Vice President of Growth and Development

Executive healthcare IT and military veteran brings nearly 30 years of provider and vendor experience to fetal surveillance system leader

PRINCETON, New Jersey – December 3, 2013 – [PeriGen](#), the global leader in applying real-time clinical decision support to perinatal systems, today announced that [Chip Long](#) has been appointed its Senior Vice President of Growth and Development.

“PeriGen has come a long way in a short period of time and what lies ahead of us is a greater market opportunity to elevate our growth. Chip encompasses the provider and vendor industry experience to help us build on our success quickly,” said Matthew Sappern, CEO of PeriGen. “Chip’s seasoned executive roles in healthcare IT sales coupled with his hands-on experience working in implementations and managing software sales teams for both private and public companies speak to the tremendous value he brings to our company and clients.”

Long, who will report directly to Sappern, will be responsible for directing all efforts concerning marketing, lead generation, field sales, account management and business development for PeriGen. He joins the company from Merge Healthcare, where he served as vice president of sales for the eastern region of the United States. Previously, he was a senior member of the team that led Extended Care Information Network (ECIN) to a successful acquisition by Allscripts in 2007. He also served in various leadership roles at Enterprise Systems, Inc. (ESI) through its IPO and subsequent acquisitions first by HBOC and ultimately by McKesson in 1998.

“PeriGen’s success speaks largely to its continuous investment in clinical and technology research and development to improve the quality and safety of our nation’s obstetric departments in delivering evidence-based care,” said Long. “I’m excited to join PeriGen’s executive management team to propel the company’s growth prospects in 2014.”

In addition to his work with healthcare information technology vendors, Long brings valuable provider experience to his new position. He began his healthcare career as a nursing information systems specialist at the University of South Alabama Medical Center. He also served as a telecommunications specialist with the U.S. Army, first on active duty from 1982 to 1984, and an active reservist through 1989.

Long earned his master of business administration degree from Chicago's Loyola University and a bachelor of business administration degree from the University of West Florida.

Please download Chip Long's photo [here](#).

About PeriGen, Inc.

PeriGen, Inc., is an innovative provider of fetal surveillance systems employing patented, pattern-recognition and obstetrics technologies that empower perinatal clinicians to make confident, real-time decisions about the mothers and babies in their care. PeriGen's customer-centric team of clinicians and technologists builds the most advanced systems available to augment obstetric decision-making and improve communications among the clinical team at the point of care, while supporting data flow between healthcare IT systems.

PeriGen's unique fetal surveillance products provide dynamic visual cues that direct clinicians to the most essential patient information displayed on the screen. Unlike legacy fetal monitoring devices and software from non-specialist companies, PeriGen Visual Cueing™ provides an instant view of the mother's and baby's current status and trends over time to avoid errors, increasing patient safety and reducing risk for clinicians and hospitals. For more information, please visit us at www.PeriGen.com.

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