

# Accelerating Adoption of Breakthrough Health Data Security Platform

## Protenus Expands Footprint With Senior Vice President of Sales Hire

**Baltimore, MD, April 18th, 2016**—Protenus, a health data security company, today announced that Deirdre Kennedy has joined as senior vice president of sales in a newly created position to accelerate market adoption of its patient privacy platform for hospitals. With more than 20 years of health IT and analytical software sales experience, Kennedy will be responsible for building out the sales organization at Protenus.

“Deirdre has a unique blend of experience. Not only does she have a proven track record of developing and growing sales organizations for Perot Systems, McKesson and others, but she is also a clinician who deeply understands the dynamics of patient care,” said Robert Lord, co-founder and chief executive officer of Protenus. “Protenus is bringing breakthrough patient privacy technology to hospitals, and Deirdre’s expertise will help to propel us to the next level.”

Kennedy joins Protenus with broad healthcare technology experience selling Electronic Health Records (EHR) for large corporations including Misys and McKesson and clinical decision support software for Zynx Health. Previously, she sold advanced healthcare analytics for SAS Institute. She also played an integral role in creating an ACO strategy for providers in healthcare, allowing hospitals to better manage patients’ experience while under the hospital’s care. Kennedy began her career in the United States Navy as a respiratory clinician and spent the following ten years working in the public sector for Sharp Healthcare and Albert Einstein.

“Threats to the privacy and security of patient information continue to grow,” said Kennedy. “I’m excited to be joining Protenus at such a pivotal time when hospitals are looking for a better approach to protecting patient data. I look forward to working closely with the team to deliver on the company’s vision of helping hospitals increase trust in electronic medical records.”

As the threat of data breaches grows, hospitals need to increase their health data security efforts by employing a multi-layered approach to better protect patient privacy in electronic medical records. With its advanced platform for alerting, forensics and reporting, Protenus helps reduce threat detection and resolution cycles from months to minutes. For more information, please visit [www.protenus.com](http://www.protenus.com).

#### ABOUT US

Protenus protects patient data at some of the nation’s top-ranked hospitals. Co-founded by two medical students with unconventional backgrounds, one a former U.S. Army Green Beret and the other a hedge fund associate, Protenus is based in Baltimore, MD and venture-backed by top health and enterprise technology investors. [www.protenus.com](http://www.protenus.com).

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