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# Richard Lopez del Rincon to Join CareCloud as Executive Vice President

MIAMI, FL -- (MARKET WIRE) -- 01/12/10 -- CareCloud today announced that Richard Lopez del Rincon, formerly Executive Vice President of Sales and Marketing at Avisena, has joined CareCloud as the Company's Executive Vice President, reporting to CareCloud's CEO, Albert Santalo.

"We are delighted to have Richard Lopez del Rincon join our executive team," said Albert Santalo. "Richard comes to CareCloud with over 20 years of sales, marketing and client service experience in revenue cycle management, technology-enabled business process outsourcing and healthcare. Richard understands CareCloud's goal of enabling a Healthcare IT Ecosystem and is passionate about building a business that will help us realize this mission."

In his leadership role, Lopez del Rincon will be responsible for sales, marketing and implementation managing all functions of these rapidly growing areas. He is very comfortable with high growth companies; over the five year period where he led sales and marketing at Avisena, the company grew an average of 55% per year.

"Today, the healthcare industry is plagued with a multitude of serious challenges: over \$500 billion in wasteful spending, consumerism, increasing health premiums, and declining reimbursements, just to name a few. I am extremely excited to join CareCloud as we address these issues by utilizing open source, cloud computing and social-networking to deliver a more robust, profitable, and easy to use solution to improve overall patient care and experience while increasing practice efficiency, profits and overall physician and staff quality of life. Our revolutionary business model provides the latest patient portal, electronic medical record, practice management, and revenue cycle management technology to foster the ideal patient-doctor experience," said Lopez del Rincon.

Prior to his six-year tenure at Avisena, Lopez del Rincon held several sales and client services leadership roles at ADP TotalSource and Pfizer.

## About CareCloud

CareCloud is a web-based software and services company that enables healthcare providers to focus on their core mission of caring for patients. Visit CareCloud online at [www.carecloud.com](http://www.carecloud.com) or [twitter.com/carecloud](http://twitter.com/carecloud).

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