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SAGE GROWTH  
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## Holon Selects Sage Growth Partners for Strategic Marketing and Communications Services

*Healthcare technology company taps Sage for healthcare marketing expertise*

**Baltimore, MD – September 19, 2017** – Sage Growth Partners (SGP), a Baltimore-based healthcare research, strategy, and marketing firm, today announced it has been selected by Holon Solutions to elevate awareness and enhance the profile of their company. Based in Alpharetta, GA, Holon previously engaged SGP to develop a go-to-market strategy for its healthcare technology.

Holon automatically delivers unified patient data in the workflow, so providers get complete, real-time information at the point of care. The company adds value to existing analytics platforms by surfacing the data that clients need to manage patient populations, and that providers need to make informed care decisions. This empowers organizations to optimize patient outcomes and their financial performance as they manage a growing number of value-based contracts. SGP will help Holon with messaging, sales collateral, website design, media relations, trade show support, and thought leadership.

“As an often white-labeled healthcare technology solution, we have historically not sought the spotlight,” said Bryant Castleton, Holon CEO. “However, in order to claim ground for our unique solution, and effectively compete with those who claim to deliver similar value, we knew that we needed to develop a clear and evocative market-facing communications strategy and messaging.”

“Holon is at a pivotal point in its growth, and needs to quickly build brand awareness and credibility,” said Boh Hatter SGP CMO and General Manager, Marketing. “With an extremely crowded marketplace for healthcare information technology, Holon understands how critical it is to define, assert, and leverage its brand in order to capitalize on its unique product. Through an integrated marketing approach, our multi-disciplinary team will drive visibility and build a strong reputation for Holon as an innovator and industry leader.”

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### **About Holon Solutions**

Holon is a healthcare information technology company that surfaces critical patient data within the provider’s workflow, so informed decisions can be made at the point of care. Based in Alpharetta, GA, Holon senses when a patient chart is opened in the EHR, delivering intelligent alerts that present gaps in

care, coding opportunities, whether the patient is part of a managed care contract, and more. Holon empowers organizations to optimize patient outcomes and their financial performance as they manage a growing number of value-based contracts. For more information, please visit [www.holonsolutions.com](http://www.holonsolutions.com).

### **About Sage Growth Partners**

Sage Growth Partners accelerates commercial success for healthcare organizations through a singular focus on growth. The company helps its clients thrive amid the complexities of a rapidly changing marketplace with deep domain expertise and an integrated application of research, strategy, and marketing.

Founded in 2005, Sage Growth Partners is located in Baltimore, MD and serves clients such as GE Healthcare, Philips Healthcare, The Healthcare Association of New York State, Healogics, Quest Diagnostics, Qlik, and Legacy Community Health. Visit us online at [www.sage-growth.com](http://www.sage-growth.com).