



## FOR IMMEDIATE RELEASE

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## **STRATEGIC HEALTHCARE PROGRAMS' FOUNDER & CEO, BARBARA ROSENBLUM, Named Ernst & Young Entrepreneur Of The Year® 2009 Award Finalist in Greater Los Angeles Area**

**Santa Barbara, CA, May 29, 2009** – [Strategic Healthcare Programs](http://www.SHPdata.com), LLC ([SHP](http://www.SHPdata.com)) today announced that Barbara Rosenblum, Founder and CEO, is a finalist for the Ernst & Young Entrepreneur Of The Year® 2009 Award in the Greater Los Angeles Area. According to Ernst & Young LLP, the awards program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. Ernst & Young's Entrepreneur Of The Year® Award is the world's most prestigious business award for entrepreneurs. Barbara Rosenblum was selected as a finalist from nearly 60 nominations by a panel of independent judges. Award winners will be announced at a special gala event on Tuesday, June 23 at the Beverly Hilton Hotel in Beverly Hills, California.

"As someone who measures the performance of others for a living, imagine how exciting it is to be on the receiving end for once. Ernst & Young's recognition is an honor and it affords me the opportunity to demonstrate that I actually practice what I preach," said Ms. Rosenblum.

The Ernst & Young Entrepreneur Of The Year® awards program celebrates its 23rd anniversary this year. The program has expanded to recognize business leaders in over 135 cities in 50 countries throughout the world.

Regional award winners are eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year® national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year® award winner, will be announced in November 2009. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

### **Sponsors**

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year® awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors. In the Greater Los Angeles Area, sponsors include Marsh, Scherzer International and Bowne.

### **About Strategic Healthcare Programs**

Strategic Healthcare Programs is an award-winning innovator of real-time decision support tools providing [outcomes](#), [benchmarking](#) and actionable data. SHP improves healthcare performance using best-of-breed technology and software interfaces. For more information, visit [www.SHPdata.com](http://www.SHPdata.com).

**About Ernst & Young's Entrepreneur Of The Year® Awards Program**

Ernst & Young's Entrepreneur Of The Year® Award is the world's most prestigious business award for entrepreneurs. The award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, the Ernst & Young Entrepreneur Of The Year® award celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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