

FOR IMMEDIATE RELEASE

Media Contact:

Jerry Just
Vice President, Marketing
Just Associates, Inc.
(303) 693-4727
JJust@justassociates.com

Just Associates Appoints Allen Rasheed to Vice President of Southeastern Regional Sales

CENTENNIAL, Colo. – July 25, 2017 – [Just Associates, Inc.](#), a nationally recognized leader in patient matching and health information data integrity and management, announced today the appointment of Allen Rasheed as its Vice President of Southeastern Regional Sales. He brings to the role more than 25 years of executive experience in sales, management and business development, including nearly two decades of experience in the health information management (HIM) industry.

Rasheed's background and utilization of innovative B2B sales models spans various industries. As a sales leader and mentor, he enabled organizations to exceed individual, team and business revenue objectives, as well as achieve significant organizational growth within highly competitive markets.

"Allen brings to Just Associates an extensive depth of market expertise and industry insight," said Just Associates CEO and President Beth Just, MBA, RHIA, FAHIMA. "His finesse and dedication make him the ideal candidate to facilitate growth and expand the market sectors to which we provide quality data integrity solutions in today's evolving healthcare landscape."

Adds Julie Dooling, Vice President of National Sales at Just Associates, "I am thrilled to have Allen join our team. He has an incredible track record of success, which will enhance and support our objective to deliver quality data integrity solutions to healthcare organizations."

Most recently, Rasheed served as National Director of Business Development for Quest Health Information Management Solutions, where he was responsible for generating new business nationwide. Previously, he was Vice President of Southeast Sales and Regional Director Sales at HealthPort, managing sales teams throughout a 15-state territory, as well as Regional Director of Sales responsible for delivering new business partnerships. While with HealthPort, Rasheed attained the prestigious President's Club award on 13 separate occasions with six top national sales team rankings.

"It is vital for organizations to leverage optimal sales models to achieve sustained organizational growth and revenue goals," said Rasheed. "I look forward to working alongside the Just Associates team to implement these techniques and further reinforce the company as an industry leader in data integrity services."

About Just Associates, Inc.

A recognized leader in health information data integrity and management currently celebrating its 15th anniversary, Just Associates, Inc. (www.justassociates.com) is a healthcare data integration consulting firm that delivers superior value to its clients through improved patient matching. Just Associates has the process expertise and systems knowledge to deliver tailored, value-added solutions that improve clients' financial outcomes and business processes, support delivery of quality patient care, and meet the expectations of diverse stakeholders through improved data integrity.

###