



we bring it all together™

NEWS RELEASE

FOR IMMEDIATE RELEASE

Wound Care Strategies, Inc.

4080 Deer Run Court, Suite 1114
Harrisburg, Pennsylvania 17112-1072



Phone: 717 541.1165

Fax: 717-541-9266

E-mail: solutions@woundcarestrategies.com

Web Site: www.woundcarestrategies.com

MEDIA CONTACT: Michael B. Hess

MEDIA INFORMATION: 717 541-1165 / mbhess@woundcarestrategies.com

FOR IMMEDIATE RELEASE

Wound Care Strategies appoints Lucinda J. Rook, RN, CPC as Coding and Documentation Analyst

Harrisburg, PA - October 1, 2004 Lucinda J. Rook joined Wound Care Strategies® as its Coding and Documentation Analyst. The addition of Ms. Rook will benefit clients of Wound Care Strategies® as she will lead the strategic consulting services on matters concerning how products and services get paid, and provide risk management services concerning regulatory affairs. Ms. Rook will interface directly with clients to make available her expertise and support.

In her new role, Ms. Rook will draw on her knowledge of clinical operations to enhance Wound Care Strategies' suite of services. She brings her experience as an office charge nurse, a Medicare medical review policy analyst and senior managing associate with a national healthcare consulting firm. Ms. Rook will lead the design of new product and strategic consulting service offerings for clients of Wound Care Strategies®. Ms Rook will also coordinate coding and compliance issues within the Company's proprietary TriAssess® computer programs.

"I am confident that Cindy's joining Wound Care Strategies® will continue to clearly position our Company with the valuable consulting services and products our clients have come to expect. Regardless of the site of service, or strategic planning needs as required by our non-provider clients, Cindy's expertise compliments the high standards we place on the importance of helping our clients accomplish their goals or reach the next level. Furthermore, Cindy's expertise reaches beyond that of the wound care industry, says Cathy Thomas Hess, the Company's founder and President.

Wound Care Strategies® is the leading independent developer of skin and wound care systems, providing management of care delivery, outcomes reporting, competency validation, and regulatory compliance for the healthcare, biotechnology, and insurance industries.

For more information on Wound Care Strategies visit www.woundcarestrategies.com.

