

XIFIN Adds Richard C.G. Murphy as Senior Vice President of Sales

Revenue Cycle Management Leader Sees 61 Percent Growth in Workforce

San Diego, CA - April 12, 2011 - [XIFIN Inc.](#), the leading provider of [revenue cycle management](#) for diagnostic service providers, has appointed [Richard C.G. Murphy](#) as senior vice president of sales.

Murphy, former vice president of world-wide sales at GenoLogics, has extensive sales strategy, global account management and software solutions selling experience in the life sciences industry.

"Rick is a talented executive with a proven track record in building and leading sales organizations and driving revenue growth," stated [Lâle White](#), CEO of XIFIN. "His strong combination of skills and experience, in addition to his extensive leadership and team building skills, are a valuable asset to our executive team and ongoing growth initiatives."

Murphy's appointment comes at a time of rapid growth for XIFIN, as it continues to expand its executive management and sales team in response to the growing demand for revenue cycle management solutions in the diagnostic service market. The company has increased its workforce by 61 percent in the past 12 months and the hiring trend is expected to continue as the company actively recruits in the months ahead in the areas of system installation, customer support and engineering.

Murphy will support XIFIN's initiative to help diagnostic service providers automate their billing and revenue cycle management process, improve cash collections, reduce the risks associated with regulatory compliance, and tap into the critical strategic information needed to better manage their business.

Murphy is an accomplished sales executive with more than 22 years of sales and software experience. He joins XIFIN from GenoLogics, a life sciences software company, where he served as vice president of worldwide sales, growing world-wide revenue by 20 percent and successfully implementing sales channel strategies and partnerships. Murphy also held executive sales positions at Accelrys Inc., and MCS Software.

"I am excited to join the market leader in revenue cycle management solutions for the laboratory and diagnostic services market," stated Murphy. "I look forward to working with the executive team and helping to drive new levels of sales success for the company."

Murphy has a B.S. degree in mechanical engineering technology from California State Polytechnic University, Pomona.

XIFIN has processed more than 150 million claims, enabling customers to collect 8 percent additional cash on average in the first 12 months, for a variety of diagnostic service providers across various healthcare segments including clinical, hospital outreach, anatomic pathology, molecular diagnostics, therapeutic pain management, radiology and more. To learn more about current openings and career opportunities at XIFIN, please visit <http://www.xifin.com/about-xifin/careers>.