

# VELL

## Representative Vell Placement



### **ARI BUCHLER MEMBER OF THE BOARD OF DIRECTORS**

HALIFAX, April 6 /CNW/ - STI, the pioneer and leader in transactional marketing solutions for the Canadian healthcare market, is pleased to welcome Ari Buchler, an experienced senior executive with an operational, transactional, legal and administration background, to its Board of Directors.

The Halifax-based, venture backed company was looking to add someone with relevant international experience to complement the existing board. Mr. Buchler has extensive experience working with various companies in legal aspect roles, most recently as Senior Vice President, Legal and Regulatory Services at Phase Forward Incorporated. Mr. Buchler joined Phase Forward in 1999 and helped lead the company through venture financings, M&A, IPO and its ultimate sale to Oracle Corporation in August 2010.

"A world-class Board is a key component of our growth strategy. Ari, through his Phase Forward journey, has lived through the phases of growth that STI is now entering," says Steve Nicolle, CEO of STI. "And he will bring a real-time perspective from New England, a major region in both the venture and pharmaceutical industries."

The local company has grown substantially over the past two years, and seen success in their quest to be Canada's leader in transactional marketing and the board is integral to this growth. In addition to legal expertise, Mr. Buchler brings with him experience and knowledge from sitting on a number of Advisory Boards in the healthcare and technology industries.

"STI is tackling some of the most pressing challenges facing healthcare industry stakeholders," says Mr. Buchler. "I have been impressed with STI's innovation and leadership and I am excited to weigh in on their practices and strategy as part of the Board of Directors."

### **About STI**

STI ([www.smartsti.com](http://www.smartsti.com)) is a Halifax, N.S. based company that provides innovative healthcare marketing solutions across the lifecycle of pharmaceutical and device brands, using its SmartTechnology™ platform as the source of real-time transactional intelligence to allow all stakeholders - manufacturer, pharmacy, prescriber, and payer - to optimize their patient relationships. STI has contracted with over 60 customers for a total of over 300 programs in the market to give patients and healthcare providers greater convenience by providing an enhanced pharmacy medication and device reimbursement process that is built on the safe delivery of healthcare through retail pharmacies across Canada.