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**ContentHealth LLC**  
Advisory Products & Services

**Candace Littell and Ted Mannen Form New Business to Help Organizations  
Address Health Policy and Reimbursement Issues**

***ContentHealth LLC's Novel Offering Blends Deep Professional Experience  
with Real-Time Policy Surveillance Capability***

WASHINGTON, D.C. (Nov. 15, 2010) – Two policy professionals with more than 60 years combined experience today announced formation of a business that offers a novel suite of advisory products and services to help life sciences, provider, and other health care-focused organizations anticipate and manage fast-moving change.

Based in Washington, D.C., ContentHealth LLC is headed by managing directors Candace Littell, MBA, and Ted Mannen, JD. The firm combines specialized expertise in health policy and third-party reimbursement with a proprietary research platform that mines thousands of original information sources to generate real-time surveillance of key issues.

“Today’s health care environment is marked by disruptive change that moves rapidly across a broad range of fronts,” noted Littell, former President of Littell Group, Inc., a consulting firm that helped organizations from Fortune 500 companies to start-ups navigate public and private reimbursement. “With the threats and opportunities so numerous and varied, and made more complex by continuing changes in the political landscape, health care organizations need new kinds of knowledge and tools to craft effective strategies.”

Mannen, a former Capitol Hill staffer and president of two law firm consulting affiliates, said ContentHealth LLC addresses this new environment by aligning long-held professional experience with a digital platform that generates a constant stream of actionable intelligence. “By applying professional judgment to real-time information, our firm helps clients anticipate issues and take timely and thoughtful actions to address them.”

ContentHealth LLC provides advisory products and services in three areas:

- **Surveillance, Research, & Analysis:** Tools and services for mining, marshaling, and framing health care content in ways that support client objectives. The portfolio includes *HealthHombre*, a *Wall Street Journal*-recognized Web site and daily email that ContentHealth provides on a complimentary basis.
- **Strategic Reimbursement Planning:** Assessments and strategic plans that leverage ContentHealth’s research assets to help clients address traditional market pathways (such as coverage, coding, and payment), as well as emerging policy regimes (such as quality measures, comparative effectiveness research, electronic health records, and new health delivery frameworks).
- **Positioning, Messaging, & Advocacy:** Deliverables that express client positions to regulatory, legislative, and policy and technical audiences in ways that are clear and understandable, yet don’t sacrifice analytic rigor or depth.

For additional information, go to [ContentHealth LLC Web site](#), or call (877) 277-6815. To learn more about ContentHealth’s managing directors, see [Bio of Candace Littell](#) and [Bio of Ted Mannen](#).

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