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## **FOR IMMEDIATE RELEASE**

### **Blueprint Released for Healthcare Providers: *Healthcare, Heal Thyself***

*Candid guide offers cures to heal inefficiencies and fix a broken-down system*

SAN FRANCISCO – April 28, 2010 – In the midst of a national healthcare overhaul, **John Rittenhouse**, CEO and chairman of [Cavallino Consulting, LLC](http://www.cavallinollc.com), candidly addresses main issues in the healthcare arena, and offers cures for the operational inefficiencies breaking the current system in his new, accessible guide titled *Healthcare, Heal Thyself*.

“One of the biggest challenges facing healthcare providers is that quality care may be compromised because of the significant dollars evaporating in antiquated supply chains, and underperforming operations,” said Rittenhouse. “Healthcare is a business and can achieve game changing performance simply by adopting successful practices from other industries”.

Drawing upon his 25 years of experience advising the administrative arm of healthcare organizations, Rittenhouse presents a short witty-yet-serious appraisal in *Healthcare, Heal Thyself*.

“This is a great read for anyone contemplating change to drive profitability within their organization,” said **Keith Howells**, a supply chain VP at Providence Healthcare.

“Drawing on his vast expertise, John offers practical guidance and invaluable tips on how to strip redundant costs out of the healthcare system while maintaining or even improving the quality of healthcare,” said **Robert Heller**, chairman of Marin General Hospital and former governor of the Federal Reserve.

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To order, click the link to [Healthcare, Heal Thyself](http://www.cavallinollc.com/literature.html), or visit [www.cavallinollc.com/literature.html](http://www.cavallinollc.com/literature.html).

**About Cavallino Consulting, LLC** – Since 2007, Cavallino Consulting, LLC has been providing executable solutions spanning industries, from healthcare, to retail and wireless communications. For more information, please visit <http://www.cavallinollc.com>