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Allegory, Inc. and Health Workforce Solutions LLC Announce Strategic Partnership for Joint Development of Health Care Training Programs

Partnership aimed at filling the pipeline with more effective leaders through customized, experiential learning

February 10, 2009 – San Francisco, CA – Allegory Inc. and Health Workforce Solutions LLC (HWS) today announced the signing of a strategic partnership agreement to deliver training and management development services to hospitals and health systems. The partnership is aimed at addressing a noticeable gap in leadership skills in the middle management ranks of an industry already facing unprecedented labor shortages into the foreseeable future.

“After studying and delivering a number of solutions, we were drawn to Allegory because of their unique approach, which is centered around building effective communication skills as the nucleus for successful leadership development,” said David Cherner, Managing Partner of HWS. “What we’ve heard repeatedly from our clients is that they want customized programs tailored to the role and institution that offer immediate return on investment, and Allegory’s approach does just that.”

Christina Harbridge, CEO of Allegory added, “We are thrilled to be working with HWS to develop and offer new programs for an industry in desperate need of new leadership ideas, succession planning and greater management efficiency. HWS’s deep understanding of health workforce issues and broad network of clients and contacts will help us penetrate this exciting market with innovative programs that have been pressure-tested in Silicon Valley and around the world.”

Under the terms of the agreement, HWS will market Allegory services as its strategic partner for communication and leadership development training. Concurrently, HWS and Allegory will work to jointly develop a new co-branded training offering that is customized for the hospitals and health systems market segment. The companies expect to deliver the new offering by the end of the first quarter of 2009.

“With an aging workforce, succession planning and health care reform on everyone’s minds these days, Christina and I are very excited about helping forward-thinking organizations address these challenges head on,” Cherner added. “The challenge facing healthcare is the plain and simple physiological fact: Instinct Trumps Discipline. Even though we know what to do to improve verbal influence, when it really matters we often do not do it. We have cracked the code on performance and results.” Harbridge adds.

For more information on how this exciting partnership can help your organization, contact Allegory@healthws.com.

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About Health Workforce Solutions LLC (HWS)

Health Workforce Solutions LLC (HWS) is a research-based strategic consulting and management firm focused on workforce issues in health care. Founded in 2004, the clients of HWS include hospitals and health systems, health plans, professional practice groups and associations, educational and training institutions, foundations and government agencies. For more information, visit www.healthws.com.

About Allegory Inc.

Ever heard of a bill collector being invited to a debtor's wedding? It happened. Allegory founder, Christina Harbridge, figured out how to collect debt by building relationships, resulting in three times the industry average in payments and an occasional wedding invitation. Organizations are either directed or distracted by verbal influence. By helping companies focus on the right work, Allegory, Inc. helps clients squeeze profit from every word spoken in an organization. www.allegorytraining.com