

Contact: Steve Mullin
Executive VP, Sales & Marketing
stephenm@bluemark.net

FOR IMMEDIATE RELEASE

Bluemark Welcomes Ginger McDonough

NEW PALTZ, NY – (April 15, 2020) – Bluemark is pleased to announce the hiring of Ginger McDonough as Regional Vice President of Business Development. In this newly created role, Ginger will lead the company’s business development efforts in the Southeast Region of the US. This addition aligns with a broader corporate strategy to grow the company by expanding our reach into new markets.

Ginger will leverage key industry relationships that she has developed over her career in the healthcare revenue cycle management arena. As a member of the Business Development Team, Ginger will be working closely with Ken Sacks, Partner and Steve Mullin, EVP of Business Development and Marketing on developing an outreach plan and executing key initiatives to drive the company’s growth strategy.

Ginger brings over 14 years of experience within the healthcare market to Bluemark. Most recently, Ginger held the position of VP of Business Development for Bolder Healthcare, a full Revenue Cycle outsource firm. Prior to that she was Director of Patient Access with Mary Washington Healthcare in Virginia and Director of Patient Access with Potomac Hospital in Maryland. Ginger holds a BS in Healthcare Administration from Iona College and an MHS in Healthcare Administration from Strayer University.

Please join us in welcoming Ginger to Bluemark.

About Bluemark

Bluemark, LLC, is a specialized healthcare technology developer that provides expert solutions for healthcare professionals. Bluemark helps clients maximize reimbursement and achieve workflow efficiencies through the development of technology-based business process solutions for revenue cycle and HIM audit and compliance processes. Backed by a national footprint and strong industry relationships, Bluemark offers mature SAAS-based technology solutions that are time-tested, proven and positioned to evolve with the healthcare market’s changing needs.