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The Beryl Companies Selects George Benson as Regional Vice President

The Beryl Companies

The Beryl Companies, the nation's leading provider of outsourced call center services to healthcare organizations, announced that George Benson has joined the company as regional vice president of sales. In this role Benson will be responsible for the Southeast market for Beryl, which currently works with nearly 500 of the nation's hospitals and health systems.

For more than 25 years, Benson has worked with Fortune 500 companies specializing in healthcare and healthcare information technology. Immediately prior to joining Beryl, he served as the senior vice president of business development for Medseek Inc. in Ridgeland, MS. He has held several executive level positions for AccessPt Inc., Cardinal Health Corp. and McKesson General Medical Corp. He also was the co-founder of Digital Documents, a document imaging company specializing in the conversion of physical documents to digital media for electronic storage and access.

Benson earned a Bachelor of Business Administration degree with a finance emphasis from the University of Texas at Arlington. He is a member of the American College of Health Care Executives and the Society for Healthcare Strategy & Market Development.

"George is a great addition to the Beryl team," said Paul Spiegelman, Beryl's chief executive officer. "Today's economic climate underscores the need for organizations to find the right partners and focus on what they do best. I believe that George can help identify those opportunities and assist healthcare organizations in maximizing their resources."

About Beryl

Beryl, a leading provider of outsourced telephone and Web-based communications, helps organizations grow revenue and build lasting customer relationships by connecting people to healthcare. Since 1985, hundreds of healthcare organizations have relied on Beryl for best-practices insight and data they can use to make more informed decisions about customer acquisition and retention. For more information about Beryl and its educational arm, The Beryl Institute, visit www.beryl.net.

SOURCE The Beryl Companies