

Analyte Health Welcomes New Chief Marketing Officer

Analyte Health

www.analytehealth.com

Media Contact:

Kevin Weinstein

312.771.7883

kevin.weinstein@analytehealth.com

Company Facts:

- Founded 2009
- Headquarters Chicago, IL
- 60 employees
- Privately held
- Named Healthcare Tech Outlook Top 10 Telemedicine Provider for 2017
- Net Promoter Score > 70%
- Operating brands
 - STDTestExpress.com
 - HealthTestExpress.com



Christina Kline
Chief Marketing Officer
Analyte Health

Veteran Brand Builder and Internet Marketer Christina Kline Joins Leading Consumer Health Company

CHICAGO, IL – January 26, 2018 – [Analyte Health](http://www.analytehealth.com), the leading platform connecting patients to diagnostic services, announced today marketing veteran Christina Kline joined the company as Chief Marketing Officer.

“We’re thrilled to have Christina join the team. She has a proven ability to attract and delight consumer customers,” said Kevin Weinstein, CEO of Analyte Health. “We’re looking forward to her leadership as we try to help consumers live healthier lives through better access to their own health information”

Prior to joining Analyte Health, Ms. Kline most recently led marketing at a key business unit of Career Education Corporation. Earlier in her career, Ms. Kline served various marketing roles overseeing the Extra and Life Savers brands at the Wm. Wrigley Jr. Company. Ms. Kline started her marketing career in the CPG and healthcare group at public relations firm Porter Novelli.

“Analyte Health is wonderfully positioned as a market leader in the consumer health and wellness market,” said Ms. Kline. “I’m very excited to help make Analyte Health a household name among consumers looking for additional ways to better manage their health. To bring the power of lab tests more directly into consumers’ health tool kit is a great opportunity. I can’t imagine a more dynamic place for a marketer in today’s world than at the intersection of e-commerce, consumerism, and healthcare.”

Ms. Kline will oversee a marketing team that has helped Analyte Health be recognized by numerous industry experts and awards, including being named a Top 10 Telemedicine provider by Tech Outlook, an A+ rating by the Better Business Bureau and a 98% customer satisfaction rating.

About Analyte Health

Analyte Health is the leading national company empowering patients to acquire and understand healthcare diagnostic information as conveniently, confidentially, and cost effectively as possible. By combining a national network of patient diagnostic service centers, at-home collection kits, a family of online digital assets, and a national telehealth footprint, Analyte Health is helping thousands of consumers every week, and has delivered more than 2.2 million test results since its inception. Analyte Health works with pharmaceutical companies, telehealth providers, diagnostic companies and other healthcare stakeholders to drive clinical compliance and responsible health awareness for consumers.

Source: www.analytehealth.com

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