



## Scriptswitch CEO Awarded 'Venture Capital backed CEO of the Year' for the Midlands

Mike Washburn, CEO of Midven portfolio company, ScriptSwitch, has been announced as 'Venture Capital backed CEO of the year' for the Midlands, as part of the regional selection process for the BVCA CEO Awards 2009.

The BVCA and Private Equity News, the weekly Dow Jones title, have conducted a nationwide process to find the best CEOs of private equity and venture backed companies in the UK. As regional winner, Mike will now go forward to the national finals of the BVCA CEO Awards 2009 in October.

Mike was appointed as the CEO of Coventry based firm, ScriptSwitch in 2002 and in July 2003 the company received its first venture capital investment from the Midven managed Advanced Growth Fund, followed by a considerable investment from ISIS in 2007.

Since his appointment, Mike has remained a constant guiding presence, putting in place a layer of management and then recruiting in a new board of Directors above that.

Matt Caffrey, Investment Director at ISIS, comments: "Not only has Mike been through the challenging times of starting a business, he has ensured that the business continued to grow even during the challenging economic climate of the last 12 months. ScriptSwitch has consistently met its sales and profit targets over a sustained three year period, which is unusual for a venture capital backed company."

As a provider of prescribing decision support to healthcare professionals within the primary care sector, ScriptSwitch has already delivered results for more than 115 NHS Primary Care Organisations and is presently saving the NHS over £1.2 million per month.

Developed in partnership with the NHS, for the NHS and its patient, ScriptSwitch is designed to act as a proactive 'tap on the shoulder' for prescribers during patient consultation, reminding and updating them of important and potentially life-saving prescribing data.

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