

PlayMaker CRM Announces Strong Additions to its Leadership Team

Ragsdale and McEathron to help lead PlayMaker CRM's continued growth.

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PlayMaker CRM continues to grow and add to its reputation as the nation's leading cloud-based [home health](#), [hospice](#) and [post-acute](#) care customer relationship management software. The company is pleased to announce the recent hires of two distinguished professionals to its leadership team.



Patrick Ragsdale is PlayMaker's new Director of Data Intelligence, and Donald R. McEathron is the company's new Network Administrator/System Administrator. These two technological powerhouses are poised to help lead Franklin-based PlayMaker CRM to the next level of success.

"Adding Patrick and Donald to our team represents PlayMaker's continued commitment to bringing on the best and the brightest in their fields," said Adam Bishop, president and founder of PlayMaker CRM. "Bringing on two professionals with such incredible records of success shows that we're not only working hard for our clients, but working hard to help ensure the brightest possible future for the home health, hospice and post-acute care industry."

Patrick Ragsdale, Director of Data Intelligence

Patrick Ragsdale brings an extraordinary wealth of expertise and experience to the position of Director of Data Intelligence for PlayMaker CRM. With strong knowledge of database analytics and administration, he is excited to lead PlayMaker's integration team and work closely with clients to define processes and ensure seamless integration with varied EMR systems.

Patrick joins the team from Bridgestone, where he was senior manager of e-business. He proved his EDI proficiency there by recovering a failing EDI environment for the corporation. He also led improvements in process identification and documentation. Prior to working with Bridgestone, Patrick was director of technology/software development at 20/20 Research, and was information technology director at Hammock Publishing. With a degree in physics/mathematics

from the University of North Carolina, Asheville, he has served as physics instructor for both the prestigious Massachusetts Institute of Technology and the University of North Carolina. PlayMaker CRM is thrilled to have Patrick on our team.

Donald R. McEathron, Network Administrator/System Administrator

Donald R. McEathron joins PlayMaker CRM after a long career serving the nation as a member of the United States Navy. As Network Administrator/System Administrator, he will take a leadership role in ensuring our data network and infrastructure are in exemplary condition to accommodate our growth and the varied needs of our clients.

During his time with the Navy, Donald held several crucial positions, including Communications Watch Officer for Commander Submarine Force Atlantic, Senior Network Administrator for the USS Ponce LPD-15, and Lead Information Management Officer for Multi-National Corps Iraq in Baghdad, Iraq. He has extensive training in network infrastructure, implementation, management and support, and certifications as information systems administrator, network security vulnerability technician, advanced network analyst and information assurance technician (level II). Donald has received the Joint Service Commendation Medal and three Navy and Marine Corps Achievement Medals for his professional achievements and performance. PlayMaker CRM is proud to welcome him to the team.

About PlayMaker CRM

Founded in 2008, PlayMaker CRM is a leading cloud-based customer relationship management solution designed specifically for home health, hospice and post-acute care companies to assist with increasing sales efficiency, growing market share and increasing profitability. PlayMaker CRM is used by hundreds of agencies large and small that realize the benefits of using innovative technology to grow and stay ahead of the competition.

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