



# Rick Auletta Named President & Chief Operating Officer at VirtualHealth

*Leading East Coast Sales and Account Management Executive Joins Innovative Healthcare Technology Company*

NEW YORK, NEW YORK, UNITED STATES, April 13, 2023 /EINPresswire.com/ -- VirtualHealth is pleased to announce the addition of Rick Auletta, a leading East Coast sales and business development executive. Auletta comes to VirtualHealth from PaymentWorks in Boston, Massachusetts, where he was the Senior Vice President of Sales. Prior to this role, Auletta was the CEO for Motionsoft and Softgate Systems, as well as President at Independent Mission Schools and a member of the Board of Directors at The Neat Company.

"I am excited to join the VirtualHealth team in the role of President and COO to further the business strategy and development avenues within," said Rick Auletta, President and COO, VirtualHealth. "My goal is to ensure all stakeholders — leaders, employees, customers, suppliers, and partners — are fully engaged in the development and execution of our business strategy in a way that helps us make healthcare work better for everyone. VirtualHealth has experienced amazing growth over the last few years and improving our operational excellence will help us to better serve our stakeholders and further amplify our growth going forward."

Auletta comes to the VirtualHealth team with a proven record of success in evolving and transforming business strategies to elevate companies across technology, finance, and industrial sectors. While at Motionsoft, Auletta helped lead a turnaround that resulted in a successful acquisition by Daxko Holdings. And at Softgate, he developed and managed a strategic operating plan resulting in the company's transformation to a \$3.2 EBITDA positive business (from \$1.8M) in less than 5 years, and he was instrumental in the company's eventual successful acquisition by TIO Networks.

Rick also serves on the board for Building a Bridge to Uganda. A 501(c)(3) that is focused on working with local Ugandans to assist them in building a High School and multiple secondary schools north of Uganda's capital city of Kampala.

"We're very excited to have Rick join the VirtualHealth family and help take us into the next age of healthcare," said Adam Sabloff, VirtualHealth CEO and Founder. "His diverse experience in bringing together teams and leaders across departments to deliver and execute a forward-thinking vision is a perfect fit."

## About VirtualHealth

HELIOS® by VirtualHealth enables government health plans, commercial payers, health systems, and specialty providers to streamline the administration of value-based care management. HELIOS allows healthcare teams to focus on providing better care and getting better outcomes, improving both patient and employee satisfaction. HELIOS uses powerful automation, data integrations, automated workflows, and unparalleled configurability to enable better communication, improve efficiency, and help providers deliver the right care at the right time. Some of the largest and most innovative health organizations across the country use HELIOS for care management, disease management, utilization management, and behavioral health needs, for millions of members. To learn more, visit [www.virtualhealth.com](http://www.virtualhealth.com).

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