

PRESS RELEASE



Media Contact:

Robin Carr
Landis Communications Inc.
Altai@landispr.com
(415) 971-3991
www.landispr.com

Altais Hires Two New Marketing Communications Executives

Healthcare services start-up adds Senior Director of Marketing and External Communications, Director of Communications

San Francisco, CA – February 2, 2021 - [Altai, Inc.](http://Altai.com), a healthcare services start-up, today announced two key additions to its marketing team with the hiring of **Bill Cummings** as Senior Director of Marketing and External Communications, and **Jena Corda** as Director of Communications. The innovative healthcare services company is pioneering integrated, scalable technology solutions and business models designed to cultivate the health and well-being of physicians, patients and the clinical community.

“We are thrilled to welcome Bill and Jena to Altai, as we continue to build a world class marketing and communications team,” said **Jeff Bailet**, MD, president and CEO of Altai. “Bill and Jena bring deep marketing and communication expertise to Altai. This comes at a time when we’re building our strategy of supporting independent physician practices, by helping them deliver high-quality patient care and better health outcomes at lower costs.”

Bill Cummings brings more than 20 years of marketing and corporate communications experience to Altai. Cummings has served as the Vice President of Marketing and Communications at Thinfilm Electronics ASA, a technology company headquartered in Oslo, Norway. He also held senior roles at Deloitte Consulting, Fidelity Investments, Prologis and Charles Schwab. At Altai, Bill will lead all marketing-related strategy development and strengthen community and stakeholder relationships.

“I’m excited to be joining Altai at this important stage in the company’s development,” said Cummings. “With its mission-based focus and impressive leadership team, Altai is poised to have a significant impact on the U.S. healthcare market.”

Jena Corda has led Altai’s internal communications efforts as a consultant since March 2020. Corda has a diverse background in corporate communications, leading communications strategies at NetApp, Kaiser Permanente and Cisco. Corda will direct internal and external communication across all Altai brands, products and services.

“Now more than ever, our Altais mission to ignite an exceptional healthcare system is critical. I believe the team and culture we’ve created to do this are exceptional as well.”
said Corda. “I’m really looking forward to broadening my work with Altais’ creative and compassionate team, and to sharing our story.”

About Altais

Altais is a healthcare services company pioneering integrated, scalable technology solutions and business models that cultivate the health and well-being of physicians, patients and the clinical community. Altais has two divisions. Altais Clinical Services provides a wide range of affiliation and employment models for physicians and high-quality, affordable care for patients. Altais Health provides access to customized technology solutions, as well as a suite of innovative services and tools, that are financially sustainable and enable independent physicians to prioritize time spent caring for patients. For more information about Altais, please visit www.altais.com.

Editors, please note: Photos and interviews are available by contacting Robin Carr at (415) 971-3991 or Altais@landispr.com.

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