



Bunch & Associates, LLC
3500 Reynolds Road
Lakeland, Florida 33803
(863) 669-0861
www.bunchcare.com

FOR IMMEDIATE RELEASE

BUNCH ANNOUNCES CLINICAL LEADERSHIP APPOINTMENT

Lakeland, Florida (November 29, 2011) – Bunch and Associates, LLC (hereafter “Bunch”) invests in two things: people and technology. Technology is the critical differentiator in Bunch’s value proposition, but its experts ensure the technology operates seamlessly. Today, Bunch announces another exciting investment in its people with newly-appointed director of nursing, Natalie Rivera MS, BSN, RN, CCM, CNLCP.

Because Rivera is a Bunch native, her transition into this integral role will be seamless for staff and clients alike. Except for a brief period, Rivera served as a vital member of Bunch’s leadership team for eight years. Effective immediately, she will report directly to Jean Chambers, RN, BSN, CCM, assistant vice president, clinical services. Rivera’s return to the organization is a testament to the firm’s award-winning “Best Places to Work” environment.

“Integrating a former high performing manager into the organization further elevates service delivery to our existing, valued clients,” said Chambers. “I’m thrilled to announce the return of a long-time colleague, who will have a dramatic impact our ability to remain a leader in the industry. Rivera will be instrumental in delivering program enhancements like NFR™ our Nurse First Response 24/7/365 injury triage hotline, and SCORE™, Bunch’s predictive modeling tool that drives nurse case management workflows.”

“Natalie’s return is truly an exciting homecoming,” stated Kathy Sergi, president and chief operating officer for Bunch. “Her timing is excellent. Natalie’s presence on the clinical leadership team will be invaluable as we promote our stand-alone programs to new market segments. In fact,” continued Sergi, “her return brings additional industry acumen, clinical resources and support to the roll out of CIA™, our latest assessment tool. CIA™ underscores the importance of evaluating biopsychosocial factors and their impact on return to work outcomes and cost containment strategies.”

Rivera added, “Bunch was my home for eight years and I fully expect it will be for many more. I firmly believe that Bunch is the absolute best managed care firm in the industry. It offers the most challenging and rewarding employment opportunities for nursing professionals in workers’ compensation. I’m looking forward to building client relationships and participating in hands on product development for our leading-edge clinical services department.”

About Bunch & Associates LLC:

Bunch is a leading managed care solutions provider, dedicated exclusively to informing decision-making clinicians and other professionals managing loss costs, by leveraging technical expertise with intelligent, front-end systems. Through the integration of innovative systems, services and clinical resources, Bunch offers employers a multilevel, holistic approach to medical case management and bill review services.

Media Contact:

Sean O’Donnell, SVP Sales & Marketing
Bunch & Associates, LLC
(863) 669-0861 Ext. 1070
sean.odonnell@bunchcare.com

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