

## **News Release**

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## **For Immediate Release**

### **EY announces WiserTogether Founder and Chief Executive Officer Shub Debgupta is an EY Entrepreneur Of The Year™ 2014 Award finalist in Greater Washington.**

**WASHINGTON, DC, May 7 2014** – EY has announced that Shub Debgupta, Ph.D. Founder and Chief Executive Officer of Wiser Together, is a finalist for the EY Entrepreneur Of The Year™ 2014 Award in Greater Washington. The awards program recognizes entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Dr. Debgupta was selected as a finalist by a panel of independent judges. Award winners will be announced at a special gala event on Thursday, June 19 at the Ritz-Carlton, Tysons Corner.

WiserTogether is the only healthcare decision-making tool that provides consumers comprehensive treatment information for healthcare issues and assesses each treatment option using evidence-based outcomes, personal and popular preference, as well as cost. The result is that better health decisions lead to better health, less absenteeism, faster return to work, and a cost saving by both consumer and payer.

“I founded WiserTogether after my wife and I were faced with a trying medical situation and we were required to make difficult decisions without the best information,” said Dr. Debgupta. “I realized this didn’t have to be the case, and I knew that by providing others with the right information to face health situations in an actionable way, I could help.”

Now in its 28th year, the program has expanded to recognize business leaders in more than 145 cities in more than 60 countries throughout the world.

Regional award winners are eligible for consideration for the EY Entrepreneur Of The Year National program. Award winners in several national categories, as well as the EY Entrepreneur Of The Year National Overall Award winner, will be announced at the annual awards gala in Palm Springs, California, on November 15, 2014. The awards are the culminating event of the EY Strategic Growth Forum®, the nation’s most prestigious gathering of high-growth, market-leading companies.

## **Sponsors**

Founded and produced by EY, the Entrepreneur Of The Year Awards are sponsored in the United States by the Ewing Marion Kauffman Foundation and SAP America. In Greater Washington, regional sponsors include the CohnReznick, Pillsbury, PNC Bank and the Washington Business Journal and reception sponsors include Cassidy Turley, Lockton Companies and SolomonEdwards.

**About EY Entrepreneur Of The Year™**

EY Entrepreneur Of The Year™ is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries.

**About EY's Strategic Growth Markets practice**

EY's Strategic Growth Markets (SGM) practices guide leading high-growth companies. Our multidisciplinary teams of elite professionals provide perspective and advice to help our clients accelerate market leadership. SGM delivers assurance, tax, transactions and advisory services to thousands of companies spanning all industries. EY is the undisputed leader in taking companies public, advising key government agencies on the issues impacting high-growth companies and convening the experts who shape the business climate. For more information, please visit us at [ey.com/us/strategicgrowthmarkets](http://ey.com/us/strategicgrowthmarkets), or follow news on Twitter [@EY\\_Growth](https://twitter.com/EY_Growth).

**About EY**

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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**About WiserTogether**

Faced with a daunting and personal healthcare decision, [Shub Debgupta](#) founded WiserTogether in 2008 to give consumers smart tools that can yield the right information to face their health situations. The Company's healthcare decision-making tools help people choose a treatment path based on all the factors that matter, including clinical evidence, personal preferences, cost, access, and plan coverage. It leads to better medical choices that result in greater satisfaction, higher compliance, improved health outcomes, and lower medical costs.

For more information about WiserTogether, please visit our website at [www.wisertogether.com](http://www.wisertogether.com).