



FOR IMMEDIATE RELEASE

Co-Founder of Decision Simulation, Bob Yayac, to Serve as Managing Partner

Experienced entrepreneur and business consultant brings strategic vision and leadership to burgeoning company

Chadds Ford, PA –July 1, 2010– Decision Simulation LLC, the leading provider of web-based virtual patient platforms, announces co-founder Bob Yayac as Managing Partner of Decision Simulation. With more than 30 years of experience in all aspects of business development, Yayac brings an in-depth understanding of the factors that are critical in positioning companies to be market leaders.

“The DecisionSim™ platform offers a great opportunity to educate and train current and prospective healthcare professionals so that they are better equipped to make the right care decisions, leading to better patient outcomes,” said Yayac. “I am thrilled to embark on this opportunity where I can nourish and continue to grow a company with such an interesting and unique value proposition.”

DecisionSim is the commercial version of vpSim™—a large scale development project whose goal is to provide educators, learners and administrators with an easy-to-use, web- and standards-based virtual patient platform that leverages a branched narrative approach. The platform, created by James B. (J.B.) McGee, MD, at the [University of Pittsburgh School of Medicine](#) Laboratory for Educational Technology, is designed to help healthcare professionals develop higher-level decision-making and reasoning skills. With DecisionSim, educators act as authors by building virtual cases based on real-life experiences, while learners have the opportunity to make patient care decisions in a safe learning environment, witnessing immediate impact of their choices and receiving adaptive feedback on their results at each step.

During his career, Yayac helped numerous companies successfully grow existing and new business lines domestically and internationally. In addition to his role at Decision Simulation, he is an active board member at the Business Leaders Network and the Wharton Alumni Club of Philadelphia.

“With Bob’s extensive background and knowledge in business development, Decision Simulation is well-positioned to succeed.” said Dr. McGee, scientific advisory board chairman at Decision Simulation. “I am honored to work with him so that we can further strengthen the Decision Simulation brand and strive to make it the industry’s leading virtual patient platform.”

Yayac received his MBA from the Wharton School of the University of Pennsylvania, and his bachelor’s of science from Randolph-Macon College in Ashland, Va.

About Decision Simulation

DecisionSim™ is a web-based virtual patient platform enabling healthcare providers, academic institutions and professional societies to cost-effectively develop, improve and assess the clinical decision-making skills of their healthcare professionals, staff and

students—regardless of topic or level of training. The company was formed in 2010 to commercialize the award winning virtual patient technology, vpSim™, developed at the University of Pittsburgh. With an intuitive storyboard interface, educators can create case-based scenarios leveraging the educational power of interactive story-telling. Learners undertake deliberate practice in a safe environment, immediately witnessing the results of their decisions and receive personalized, adaptive feedback. To learn more, visit www.DecisionSimulation.com.

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