

## News Release

### **Industry Veteran, Dr. David Hoak Joins Gestalt Diagnostics as Medical Director, Board Member**

**Spokane, WA, (Oct 11, 2018)** – Gestalt Diagnostics has added well known Healthcare industry veteran, Dr. Hoak to serve as their Medical Director. He will be responsible for leading Gestalt's distinguished Advisory Board of pathologists, for providing oversight and active management on development initiatives as they relate to compliance and patient safety. Dr. Hoak is also publishing a blog entitled, *Pathology Consultant*, which will focus on key areas of importance to pathologists of which some topics will be focused on digital pathology.

Dr. Hoak, a board-certified Pathologist in Anatomic, Clinical and Cytopathology, has held many positions including Incyte Diagnostics President and Medical Director where he led the expansion of the practice to become InCyt Pathology with over 40 pathologists located in 13 community hospitals, 14 rural hospitals and 4 laboratories. In addition, he has served as the President of multiple organizations, including the Washington State Society of Pathology, the Pacific Northwest Society of Pathology, the American Pathology Foundation, as well as holding a seat on the government and economic affairs committees at the College of American Pathologists.

"We are thrilled that Dr. Hoak is bringing his strong industry and operational leadership to Gestalt at a time when our digital pathology software solution is advancing in the marketplace," said Dan Roark, chief executive officer, Gestalt. "Dr. Hoak has deep experience in pathology services, including the adoption of digital pathology at a large laboratory. His career-long focus on patient quality-of-care and physician well-being are an excellent fit with our vision and culture, which is dedicated to improving the speed and treatment of cancer thereby making a fundamental difference in patients' lives."

Dr. Hoak states, "I am excited and honored to be working with Gestalt Diagnostics. The current platforms and the solutions they are developing add workflow efficiency and improve physician collaboration making the pathologist's job easier and increasing patient safety."

### **About Gestalt Diagnostics**

Gestalt Diagnostics is a private, profit-driven software company who has developed PathFlow, an enterprise software platform specifically designed to bring the benefits of digital workflow to pathologists and pathology laboratories. This product was originally developed, by what is now Gestalt's team, to support a fully digital reading platform for radiology. The radiology platform is used in leading hospitals across the United States and supports more than 13 million studies annually. Gestalt has expanded and redesigned this proven, robust solution to work in the laboratory space – engineered for the unique needs and workflow of pathologists.