



Satori World Medical Management Team

Steven Lash, *President & CEO*


Steven Lash is the Founder, President & CEO of Satori World Medical the leading global healthcare company that provides employers, health plans, plan sponsors and employees the opportunity to access world class quality healthcare at a fraction of the cost. Steve developed the Business Plan in the summer of 2007 and raised several million dollars of funding and opened an office in San Diego in April 2008. From inception through December 2008 he hired an outstanding management team, performed multi day on site due diligence of the hospital and physician network, executed agreements, filed a patent on the company's business model, developed the policies, processes and methodologies to provide a one stop shop, all inclusive service offering to plan sponsors. The Company started sending patients internationally for care in January 2009. Satori World Medical has received acclaim for its novel business model. The Company was honored in June 2009 by Entrepreneur Magazine as one of the 100 Brilliant Companies to watch in 2009.

Prior to founding Satori World Medical he was President of Woodward Laboratories an OTC dermatologic products company specializing in anti-microbial products. Under his direction he supervised an expansion of the facilities, an increase in eight (8) SKUs including the launch of two (2) new retail products and achieving national distribution in Albertson's Rite-Aid, Walgreen's and Wal-Mart. Revenues and cash flow more than doubled under his leadership.

From 1999 to 2002 he was President & CEO of DermTech International a dermatological Contract Research Organization. During his tenure there he created a new business strategy and vision, recruited world class scientific staff, advanced their proprietary technology, and raised two (2) capital rounds (1 angel and 1 venture). The new business strategy "From Concept to Commerce" created for the first time in the dermatology clinical testing industry a one stop shop for all services to bring a product from the bench to commercialization. The Company which was technically insolvent at the time of his employment dramatically improved its operation to the point where operations were cash flow positive, posted 8 (eight) consecutive quarters of revenue growth in excess of 800% and executed several long term agreements.

Prior to joining DermTech International he was a private consultant. During this period he was providing consulting services to a national dental company on operational infrastructure; a retained consultant to a New York based Investment Bank advising on healthcare services, information systems, mergers and acquisitions. He was also very active in the Venture community as an advisor to several funds, funding and participating in several start ups and advising on business strategy.

Mr. Lash spent over 18 years with Sharp Healthcare, San Diego's leading and largest vertically integrated healthcare delivery system. His last position at Sharp was Executive Vice President for Institutional Care and was responsible for all acute care hospital operations (6 facilities) skilled nursing facilities (3 locations) and the Sharp Health Plan, a federally qualified and licensed health Management Organization. Annual revenues were over \$700 million and employed 6,000 employees. During his leadership he restructured operations eliminating 2 layers of management and created the organizations product line strategy and accountability which lead to a significant improvement in profitability. Prior to assuming his operational role he was the Senior Vice President for Business Affairs and Chief Financial Officer. In this position he was responsible for all aspects of financial reporting, all merger and acquisition activity, information systems and capital formation.



Steve was the lead individual on the executive team that designed, acquired and implemented the business plan that evolved Sharp from a single stand alone hospital to a multi-dimensional, vertically integrated healthcare delivery system. He executed in excess of \$800 million in hospital and medical group acquisition financing transactions. Sharp Healthcare became nationally recognized as the model of healthcare delivery leading the transformation of the hospital industry in the 1990s and was prominently featured in many trade publications.

Steven received his BS in Business from State University of New York at Binghamton and his Masters in Business Administration from the University of San Diego. Additionally, he joined Volunteers in Service to America (VISTA) and was assigned to the Watts area of Los Angeles. He provided loan packaging through the Small Business Administration to small and minority business people.

He is past President of the Healthcare Financial Management Association and was the Founding Board Chairman of First Dental Health. He was a member of the Board of Directors of IDX (NASDAQ:IDXC) from 1994 and was sold to General Electric in 2005. Additional Board service includes INC Research an international contract research organization. Previous Community Board service includes San Diego Hospice, San Diego Hall of Champions, a founding member of the San Diego Regional Cancer Center (subsequently named the Sidney Kimmel Cancer Center) and a founding member of the San Diego Downtown Breakfast Rotary. He is a frequent lecturer on healthcare trends at numerous industry seminars as well as a published author on capital formation in health care.

Ronald M. Johnson, M.D. F.A.C.S., *Chief Medical Officer*

Dr. Ronald Johnson has been in private practice for 30 years in San Diego and has a long and distinguished career. He is a published researcher and has played a leadership role in several professional and business organizations. Highlights of his professional roles include President of the American College of Surgeons (San Diego chapter), President of the San Diego Society of General Surgeons, and Chief of the Medical Staff at Grossmont Hospital, a large trauma and tertiary medical center located in San Diego. His business affiliations include member of the Board of Directors, San Diego Hospital Association, member of the Board of Directors Grossmont Hospital, and President and member of the Board of Directors, Sharp Community Medical Group. Dr. Johnson has international surgery experience at the Hospital Mama Yemo in Kinshasa, Zaire, Africa. Dr. Johnson is a graduate of the University of Illinois College of Medicine, Chicago, Illinois and is Board Certified in Surgery.

Kevin Poling, *Director of Travel & Customer Service*

Kevin Poling is a seasoned travel and customer service professional with over 20 years experience in the global travel industry. Kevin has undergone extensive training, specializing in the art and science of customer relationship management. Prior to joining the Satori World Medical management team, Kevin played a vital role in developing and implementing a robust corporate travel department which focused on client service excellence. Kevin has held key positions throughout his career with prestigious travel and client service management companies including American Express, Carlson Wagonlit Travel and TQ3 Navigant International. Kevin obtained his degree in Travel & Hospitality from Hammel College in Akron, Ohio and is a member of the International Association of Travel Agents.





Conni Nelson, *Controller & HIPAA Security Officer*

Conni Nelson has over 30 years of corporate accounting experience, human resource management, and information systems management. Conni began her accounting and tax career with one of the Big 4 firms, now known as Ernst & Young. Conni's experience includes a strong working knowledge of the healthcare industry, business analysis, and data systems solutions. Conni holds a Bachelor of Science degree in Information Systems and has used her knowledge to combine the accounting industry with more systematic and automated information systems. In addition, Conni is a member of the HIPAA Group and Satori's HIPAA (Health Insurance Portability and Accountability Act) Security & Compliance Officer.

Kristen Montez, Esq, *Director of Legal and Regulatory Services*

Kristen Montez brings nearly a decade of experience in the human resources, legal and health care industries. She formerly worked for Belsky and Associates, APC, where she managed medical malpractice defense, insurance defense and civil litigation cases. She also worked for the legal research and opinion unit of the California Department of Managed Health Care. In 2008, Kristen wrote "A Permanent Vacation: Evaluating Medical Tourism's Place in the United States Health Care System," which was published in "The Health Lawyer" trade journal, a nationwide circulation published by the American Bar Association. Montez holds a bachelor's of arts degree in psychology with a minor in economics from Lafayette College. She obtained her law degree from Loyola Law School, Los Angeles, where she was honored with the dean's scholar full academic scholarship and was the managing editor for the Loyola International and Comparative Law Review.

