

**Press Release
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Ascend Innovations climbs new heights with three strategic announcements

In its ongoing journey to innovate through collaboration, Ascend names a new CEO, promotes its President/Medical Director to Chief Medical Officer/Chief Innovation Officer and adds a new strategic partner specializing in data analytics.

DAYTON, Ohio (December 16, 2015) Ascend Innovations, a for-profit enterprise born out of a partnership between Kaleidoscope, an innovation and product design firm headquartered in Cincinnati, and the Greater Dayton Area Hospital Association (GDAHA), is delivering on its promise to bring more invention and opportunity to the Dayton region.

Ricky Peters, former Executive Director of the Air Force Research Laboratory (AFRL) at Wright-Patterson Air Force Base and current Executive Director of The Perduco Group, has joined the Ascend Innovations team as CEO. Sean Barnett, MD, MS, FACS, FAAP, a founding member of Ascend Innovations and previously the President and Medical Director, has been promoted to Chief Medical Officer and Chief Innovation Officer of Ascend. He will also continue to serve as Chief Medical Officer for Kaleidoscope. Furthermore, Ascend, Kaleidoscope, and GDAHA have formalized an agreement with The Perduco Group, a leading data analytics firm located in Beavercreek, Ohio, to support initiatives being led by Ascend. This alliance allows Peters to join Ascend while maintaining his presence at Perduco.

Ascend is quickly becoming a leader on the state and national stage for healthcare innovation development. The expanded leadership team, along with the outstanding reputations of GDAHA hospitals and Kaleidoscope, ensures that Ascend Innovations is poised for success.

“Our goal to combine human-centered design with state-of-the-art technology to produce commercially viable solutions in human health and performance is rapidly coming to fruition,” stated Bryan Bucklew, President and CEO of the Greater Dayton Area Hospital Association. “A strong leadership team representing expertise in medicine, business, and the armed services, and the addition of a strategic partnership with Perduco, make Ascend a powerful and agile entity positioned to impact the Dayton region and beyond.”

“We are pleased to have Ricky Peters join our organization,” said Sean Barnett, MD. “This is huge news for both Ascend and Dayton. Ricky is highly respected in regional, state, and national forums. His proven track record of commercializing technology developed out of AFRL and his commitment to Ascend further reinforce the potential this area has to be a frontrunner in medical innovation.”

“I am excited to join the Ascend Innovations team and deliver on its promise to make Dayton a sustainable and profitable center for healthcare innovation,” said Ricky Peters. “Thanks to the leadership of Kaleidoscope, GDAHA hospitals, and Perduco, the region is leveraging its outstanding assets – quality healthcare, leading data analytics, proven business development and the US Air Force’s charge to invest in and commercialize technologies that support health and human performance.”

“Kaleidoscope’s commitment to invest both capital and people in Dayton was just the beginning,” said Bucklew. “Elevating Dr. Barnett’s role and appointing Ricky Peters are moves that our GDAHA hospitals envisioned when they partnered with Kaleidoscope to create Ascend.”

Matt Kornau, CEO of Kaleidoscope concurs. “This powerful leadership team can leverage the business acumen Kaleidoscope is known for along with the superior medical quality of the GDAHA hospitals to foster research and discovery of marketable medical innovations. This collective will be further enhanced by the strategic partnership with Perduco. Ultimately, this means more jobs, more opportunities and more investments in southwestern Ohio.”

“Ascend is on the cusp of several additional exciting announcements,” continued Kornau. “The organization has multiple projects in various stages of development with the first project scheduled to release in 2016.”

About Ascend Innovations

Ascend Innovations is a Dayton, Ohio-based joint venture between Kaleidoscope and the Greater Dayton Area Hospital Association (GDAHA). Working in collaboration with The Perduco Group and the Air Force Research Laboratory (AFRL), Ascend combines human-centered design with state-of-the-art technology to develop an ecosystem that produces commercially viable solutions in human health innovation.

About GDAHA

The Greater Dayton Area Hospital Association (GDAHA) is a member service organization of 28 hospitals that has an \$8.1 billion annual economic impact and directly employs 34,497 people in the greater Dayton, Ohio, region.

About The Perduco Group

Located in Dayton, Ohio, The Perduco Group is a high-end data analytics firm with more than 40 employees who deliver a wide range of technical solutions to customers in three primary domains: defense, healthcare, and sports. We transform data into useful information and extract insights that support decision makers facing complex problems. The Perduco Group was established in 2011.

About Kaleidoscope

Headquartered in Cincinnati, Kaleidoscope is an innovation and product design firm with more than 90 employees. We create products and experiences that grow businesses and improve lives by leveraging our expertise at the intersection of consumer insights, technology and health and wellness. We call this Purpose Driven Innovation™.

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