



Joseph K. Hart, Jr.

President / Co-Founder
Asset Health, Inc.

Mr. Joseph (Joe) Hart has spent the better part of his career building companies, technologies, systems, and strategies designed to help people understand, retain and apply information so that they can achieve meaningful and sustainable behavioral change – particularly in the areas of health, wellness, and personal responsibility.

After seven years as an attorney and businessman, in May 2000, Mr. Hart founded InfoAlly, Inc., an innovative venture and angel-backed e-Learning company. InfoAlly developed solutions for leading businesses such as Dale Carnegie, McGraw-Hill, Caterpillar, Motorola and Federal Mogul, among others, as well as for internationally known authors such as Jack Canfield (Co-Author, Chicken Soup for the Soul) and Mark Sanborn (Author, The Fred Factor). InfoAlly's core achievement was two-fold: 1) developing a learning methodology rooted in cognitive science and demonstrated to increase knowledge retention and behavior change; 2) applying that learning methodology to a scalable Internet-based technology platform.

In 2005, Mr. Hart and InfoAlly's shareholders sold the company. Joe, together with InfoAlly's new owners, started a business called Asset Health, Inc., a unique, national, health care Knowledge Management Company. Since 2005, Asset Health has been dedicated to helping clients better control their health care costs through a combination of strategy, communication, education (via interactive online courses), knowledge assessment, and integration with existing health plan and wellness programs. The company's objective is to help its clients' employees understand that their health is their most valuable asset and that it is essential for them to take direct and active responsibility for their health, health care, and health care security. Asset Health's entire business is aligned around the mission of helping employees become healthier people and better consumers of healthcare, and as a result, helping clients better control their health care costs.

In only a short time, Asset Health has become the premier health care Knowledge Management Company in the United States, working with Fortune 1,000 businesses, nationally known health systems, and many other companies. As President of Asset Health, Joe is involved in the businesses' strategic and operational leadership, direct client sales, third-party relationships, product and technology development (including learning methodology) and contractual negotiations.

On a personal note, Joe is an avid runner, having completed multiple marathons, including Boston twice. He is currently training for the New York City Marathon in November, 2010, and is planning to run the other "World Major Marathons" of London, Berlin and Chicago in 2011 and 2012. Joe is married and has six children.

