



Contact: Amy Larson, Priority Health
616 464-8571 or 800 942-0954
amy.larson@priority-health.com

FOR IMMEDIATE RELEASE

Priority Health Names New Director of Provider and Client Services

(GRAND RAPIDS, Mich. – April 15, 2002) Jennifer Coleman is Priority Health’s new Director of Provider and Client Services for Northern Michigan. Coleman continues to head up the Priority Health Northern Office located in Traverse City and has added responsibility for the local marketing and sales team.

Coleman, a native of Traverse City, is celebrating her third year with Priority Health. She is a former Director of Operations for Northern Physicians Organization and Rush Health Associates and Director of Planning and Market Research for Rush Presbyterian St. Lukes Medical Center of Chicago. Coleman received her bachelor’s in economics and master’s in health services administration from the University of Michigan.

Priority Health has over 340,000 members and is owned by Munson Healthcare of Traverse City, Healthshare, Inc. of Petoskey, Spectrum Health of Grand Rapids, and Holland Community Hospital of Holland,. The health plan is the area’s largest managed care company and enjoys “Excellent” accreditation from the National Committee for Quality Assurance, an independent organization that reviews the quality of health plans nationwide.

XXX