



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

FOR IMMEDIATE RELEASE

Priority Health Names Manager of Labor Relations

(GRAND RAPIDS, Mich. – March 25, 2002) Jeff Hoerle is the new senior manager of labor relations. Hoerle will be responsible for health care solutions for companies and labor unions on product design, education and service in the Grand Rapids area.

Hoerle, a husband and father of three, is a resident of Kalamazoo. Hoerle is a graduate of Western Michigan University and a licensed health/life agent.

Priority Health is owned by Spectrum Health of Grand Rapids, Holland Community Hospital of Holland, Munson Healthcare of Traverse City and Healthshare, Inc. of Petoskey. The health plan enjoys “Excellent” accreditation from the National Committee for Quality Assurance, an independent organization that reviews the quality of health plans nationwide.

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