



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

FOR IMMEDIATE RELEASE

Priority Health Names New Account Executive

(GRAND RAPIDS, Mich. – August 19, 2002) David Quinn, RHU is the new senior account executive for Priority Health, the area’s largest managed care company. Quinn is responsible for new business sales to employers in the Grand Rapids area.

Quinn’s managed care experience includes Blue Cross Blue Shield and Physicians Health Plan. He serves as communication chair for the West Michigan Association of Health Underwriters. Quinn received his bachelor’s degree from Albion College.

Priority Health has over 340,000 members and 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.

XXX