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**FOR IMMEDIATE RELEASE**

**Priority Health Names New Vice President of Sales**

(GRAND RAPIDS, Mich. – March 1, 2002) Jodie Southwell is the new vice president of sales and marketing for Priority Health, the area’s largest managed care company. Southwell is responsible for the planning and coordination of business development and overall sales and marketing for Priority Health.

Southwell, wife and mother of two, is celebrating her fifteenth year at Priority Health. She is a member of the West Michigan Association of Health Underwriters and a licensed Health/Life agent. Southwell is a graduate of Aquinas College.

Priority Health serves over 350,000 people in Western Michigan 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.

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