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**FOR IMMEDIATE RELEASE**

**Priority Health's Kim Horn Wins TRIBUTE Award**

(GRAND RAPIDS, Mich. – January 7, 2002) Kimberly Horn, president and chief executive officer of Priority Health, is this year's recipient of the TRIBUTE!2002! Award in the Business, Management, Industry and Labor category. The TRIBUTE! is a prestigious award the YWCA gives annually to publicly honor the accomplishments of women in the Grand Rapids area who have made considerable contributions to the community.

The YWCA notes that in Horn's six years of leadership, she has been instrumental in establishing the HMOs strategic plan as well as guiding its expansion into Muskegon and Traverse City. An award profile said that "through Horn's focus on customer satisfaction the organization has doubled its membership to over 366,000 members and continues to receive provider and member satisfaction marks 10-20 percent above the national average."

"It is very rewarding to be recognized for doing something I love," says Horn, "Leading West Michigan's finest health plan to provide families access to excellent and affordable health care."

Priority Health is the largest managed care company in Western Michigan with over 340,000 members. 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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