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**Priority Health's Kim Horn Earns Recognition**

(GRAND RAPIDS, Mich. – January 7, 2003) Kimberly Horn, president and chief executive officer of Priority Health, is one of West Michigan's Most Influential Women. Horn is one of the top 50 women to receive this honor from the Grand Business Journal. West Michigan's Most Influential Women award is given to honor the accomplishments of women in the Grand Rapids area who have made considerable contributions to the community.

The 50 Most Influential Women in West Michigan were chosen by three judges: Melanie Brock the regional economic development director for Consumers Energy, Jeff Kaczmarek, senior vice president of Business and Community Services for Michigan Economic Development Cor. and Margaret A. Talburt, Ph.D., the executive director of the Michigan Women's Foundation. Each nominee was selected based on their business expertise, accomplishments, leadership and influence with additional consideration for community service.

Horn is celebrating her sixth year with Priority Health. She is responsible for the strategic direction and overall operation of Priority Health. Horn, a native of Flint, Michigan brought to Priority Health an extensive knowledge of healthcare having held positions with Mercy Health Services now Care Choices of Farmington Hills, Genesee Memorial Hospital of Flint, and Mercy Health Plan of Kansas City, Mo. Horn is a graduate of the University of Michigan with a bachelors of arts in business administration.

Priority Health is one of the largest managed care organizations in the state serving 365,000 members and 6,000 employers throughout Western and Northern Michigan. 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.

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