



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

FOR IMMEDIATE RELEASE

**Priority Health Names New Director of Customer Service**

(GRAND RAPIDS, Mich. – June 5, 2003) Katherine Klein Gundy is the new director of customer service for Priority Health, the area’s largest managed care company. Gundy is responsible for developing new customer satisfaction initiatives and ensuring ongoing improvement of current customer service projects and procedures.

Gundy is celebrating her eighth year at Priority Health developing a wealth of experience having served as senior manager of corporate learning and manager of customer service at Priority Health. Gundy also serves on the Board of Directors for the Heart of West Michigan United Way, the Susan G. Komen Breast Cancer Foundation, and is currently serving as President of the Board of Directors for Grand Rapids Opportunities for Women. She holds a master’s degree in rehabilitation teaching from Western Michigan University.

Priority Health has over 397,000 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**