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FOR IMMEDIATE RELEASE

Priority Health Names New Associate Vice President, Finance

(GRAND RAPIDS, Mich. – October 1, 2003) Jerry Bradford, is the new associate vice president of finance for Priority Health, the area’s largest managed care company. Bradford is responsible for accounting, financial reporting, financial analysis and provider network financial support.

Bradford has an extensive knowledge of health care services having been a senior vice president of finance and operations with QualChoice, Inc., a managed care organization for University Hospital Health System. He has also served as director of finance for Blue Cross Blue Shield of Michigan. Bradford received his master’s degree in finance from Walsh College located in Troy, Mich.

Priority Health has over 400,000 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 for its commercial and Medicaid HMO products from the National Committee for Quality Assurance, an independent organization that reviews the quality of health plans nationwide.

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