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FOR IMMEDIATE RELEASE

**Priority Health Names Associate Vice President, Internal Audit**

(GRAND RAPIDS, Mich. – September 5, 2003) Dan Keeling, is the new associate vice president of internal audit for Priority Health, the area’s largest managed care company.

Keeling is responsible for evaluating company business risks, developing and communicating an audit plan, managing and executing audits, and recommending improvements to internal controls and operating processes.

Keeling has an extensive knowledge of health care services having started the internal audit function at Sharp HealthCare, in San Diego. He also held positions with KPMG, Regency Health Services, PacifiCare Health Systems and led claims operations for PacifiCare in Texas. Keeling received his master’s of business administration from University of California at Irvine. He is also a certified public accountant.

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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