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HealthPlus CEO Dave Crosby resigns, search process underway

David Crosby, president and CEO of HealthPlus of Michigan, has resigned to take a new position as president of HealthAmerica's central Pennsylvania region. HealthAmerica is part of Coventry Health Care, Inc., which serves 4.6 million members in all 50 states with health benefit options similar to those of HealthPlus.

"This opportunity to advance my career as a health plan CEO came to me through an executive recruiter," said Crosby. "I did not seek it out." He has been at the helm of HealthPlus for the past five years, and previously served as its vice president of Sales and Marketing for four years.

"The decision was extremely difficult for me because the people and culture at HealthPlus are extraordinary, and because my wife, Kathleen, and I have made so many friends in the community," Crosby added. "But it's comforting to know that I'll be leaving the organization in strong financial shape, and with a management team that's more than capable of meeting the challenges of the Michigan economy."

An interim or permanent successor to Crosby will be named by the HealthPlus Board of Directors.

"One of the Board's most important jobs is to select a president who can successfully lead HealthPlus in the future," said Board Chair Dr. Gerald Piesko. "We will begin the search and selection process immediately, and hope to conclude it expeditiously."

Crosby has offered to stay on long enough to familiarize an interim or new CEO with some of the fine points of the HealthPlus position.

"Dave Crosby has had a significant impact on the organization's growth and profitability," noted Piesko. "Among other things, he guided the creation of a PPO that enables us to serve employer groups statewide and beyond, introduced our new HealthySolutions and SaverPlus products to meet the needs of today's businesses, increased our participation in the Medicare, Medicaid, and MiChild programs, and led the geographic expansion of HealthPlus into Southeast Michigan. He will be missed."

(more)

HealthPlus of Michigan is a nonprofit health-benefits company that, along with its subsidiaries, serves more than 200,000 members statewide and beyond with a comprehensive portfolio of commercial and government health plans and wellness programs. Founded in 1979, HealthPlus— affiliated with both community-based and national networks of health-care providers—employs more than 400 people at its Flint headquarters and regional offices in Saginaw and Troy.

HealthPlus is recognized by U.S. News and World Report/NCQA as one of “America’s Best Health Plans”* In addition, every year since 1999, its Commercial HMO has received “Excellent” Accreditation, the highest rating, from the National Committee for Quality Assurance. Visit HealthPlus on the Web at www.healthplus.org.

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