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HealthPlus Names Bruce Hill President and CEO

Bruce R. Hill has been appointed President and CEO of HealthPlus of Michigan by its Board of Directors. Hill's selection was announced today by Gerald Piesko, D.O., Chair of the HealthPlus board.

"During the past six months, while Bruce has served as Interim President and CEO, we made a close assessment of his performance and capabilities," said Dr. Piesko. "He has already made an appreciable contribution to putting HealthPlus in a position to build on its 30-year record of accomplishments, and to achieve great success despite Michigan's tough economy. For that reason—plus the extensive knowledge and experience he gained during 15 years as a vice president here—the Board is happy to have Bruce at the helm. He certainly has our support."

Dr. Piesko noted that Hill's recent leadership accomplishments include revising the organization's operating plan to respond to the changing economy, securing contracts with major customer groups, new operational efficiencies that improved recent financial performance, and the continued expansion of the HealthPlus market region.

"I appreciate the Board's appointment of me as President and CEO," Hill said. "While these are challenging times in Michigan, I have no doubt that we will not only succeed but thrive in the future. This is not just wishful thinking. HealthPlus is blessed with an exceptionally dedicated Board, a talented team of employees and health-care providers, the loyalty of its members, and our ranking as one of the best health plans in America."

"Among our organization's immediate priorities are to increase our sensitivity to a dynamic and strained customer base," Hill said. "The purchasers of our plans are experiencing demands on them like no other time before. It is essential that we assist them in caring for their employees and beneficiaries in a way that maximizes the value of their expenditures."

Hill, 46, has more than 20 years of experience as a health-care executive, ranging from health insurance to health systems. Prior to relocating to Michigan, he worked in the Pacific Northwest and Chicago areas, and established a track record as an action-oriented professional keenly sensitive to market needs.

A native of Saginaw, Mich., Hill earned his bachelor's degree in Economics and master's degree in Health Services Administration at the University of Michigan in 1986 and 1988, respectively.

He and his wife, Angela, reside in Saginaw with their five children: Ashley, Natalie, Austin, Connor and Mara.

Hill succeeds David Crosby, who resigned in 2008 to become president of a health plan in Pennsylvania.

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 insurance programs. Founded in 1979, HealthPlus 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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