

FOR IMMEDIATE RELEASE
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Health Alliance Plan CEO Appointed

DETROIT – William (Bill) Alvin has been appointed President and CEO of Health Alliance Plan (HAP) and Senior Vice President of Henry Ford Health System.

He joins HAP March 9.

“Bill returns to Henry Ford bringing extensive knowledge of the southeast Michigan market, health care and insurance,” says Nancy Schlichting, President and CEO of Henry Ford Health System. “Through his 30-year career, he has demonstrated the ability to provide excellent leadership and strategic direction and build strong teams.”

HAP is the health insurance arm of the Henry Ford Health System.

Since 2007, Alvin served as executive vice president of Strategy Development for the Detroit Medical Center (DMC) where he oversaw system-wide strategic planning in addition to DMC’s health plan contracting and managed care operations.

Previously, Alvin held the position as CEO of Care Choices Health Plan (formerly of Trinity Health System) from 2001 to 2007.

In addition, Alvin worked at HAP (from 1988 to 1991) as administrator for Health and Medical Affairs and as the CEO of Henry Ford Wyandotte Hospital (from 1991 to 2001) where he was instrumental in turning around the hospital’s performance to achieve significant growth and profitability.

Alvin holds a master's degree in Public Administration from George Washington University in Washington D.C.

Pat Richards has been the interim CEO of HAP.

Headquartered in Detroit, HAP is a nonprofit health plan serving 500,000 members and 2,000 employer groups. HAP is a subsidiary of the Henry Ford Health System, one of the nation's leading health care systems. The health plan serves companies of all sizes through HMO, PPO, individual plans and Medicare plans. HAP’s commercial HMO and HAP Senior Plus, a Medicare Advantage HMO, earned Excellent accreditation ratings from the National Committee for Quality Assurance. HAP’s Commercial and Medicare HMOs rank among the best health plans in the nation, according to U.S.News/NCQA America’s Best Health Plans 2008/09. HAP Senior Plus is the top-ranked Medicare HMO in Michigan and among the top 25 in the U.S.