



**For Immediate Release**

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## **HealthSmart Appoints Donald Couch as Chief Information Officer**

*Healthcare IT veteran to lead information technology operations*

**(Dallas, Texas) August 28, 2017** – HealthSmart, the largest independent benefits administrator in the country, is pleased to announce the appointment of Donald R. Couch as Chief Information Officer (CIO). A proven leader with a deep knowledge at the intersection of healthcare and technology, Couch joins the organization today and will report to Phil Christianson, HealthSmart’s Chief Executive Officer.

As CIO, Couch will lead all initiatives related to HealthSmart’s technology platforms and processes, partnering with the organization’s clinical and operational teams to develop best-in-class products and solutions. His oversight in creating systems and infrastructures will help support and sustain forecasted growth; simplify and enhance member resources; and support HealthSmart’s associates so they are empowered to deliver the highest levels of customer service.

Couch has 25 years of experience in IT systems and leadership, working exclusively within the healthcare sector. He has spent the past three years as CIO of Access Management Services, a major Medicaid and behavioral healthcare organization.

His previous experience also includes serving as Vice President, Systems Application Development at Scan Health Plan. He began his career at Pacificare Health Systems in 1992 as a Senior Programmer/Analyst, taking on increasing levels of responsibility of the organization’s information technology, and remaining there until 2005, where he was Manager, Electronic Data Interchange.

“Donald Couch is an experienced leader who knows how to leverage technology and harness it to drive growth, innovation and efficiencies,” said Phil Christianson, CEO. “Additionally, his depth and breadth of understanding, working exclusively at the intersection of healthcare and technology, is a major asset. We are pleased that he will be bringing his expertise and energy to HealthSmart.”

“I am very excited to join HealthSmart and get to work,” said Couch. “Now is a critical time in healthcare, and information systems teams need to deliver not only what’s needed right now, but also look ahead and build the systems we’ll need to stay strong and secure into the future.”

Couch graduated from the University of Phoenix in Tempe, Ariz., with a bachelor of science degree in information technology.

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### **About HealthSmart**

For more than 40 years, HealthSmart has offered a wide array of customizable and scalable health plan solutions for self-funded employers. HealthSmart’s comprehensive service suite addresses individual health from all angles. This includes claims and benefits administration, provider networks, pharmacy benefit management services, business intelligence, onsite employer clinics, care management, a

variety of health and wellness initiatives and web-based reporting. The Company's headquarters is in Dallas, Texas, with regional hubs throughout the country. HealthSmart's mission is to improve member health and reduce healthcare costs.