



For Immediate Release

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Joanne Rodd Joins HealthSmart as Vice President and General Manager, Governmental Segment

(Dallas, Texas) August 7, 2015 — HealthSmart Holdings, Inc. announced today that Joanne Rodd has joined the organization as Vice President and General Manager, Governmental Segment. Ms. Rodd is based in HealthSmart’s Hauppauge, New York office and will focus on leading product development, account management, operations and market growth related to the governmental segment of HealthSmart’s business.

Ms. Rodd comes to HealthSmart with over 30 years of leadership experience in the healthcare industry, including managed care government programs and commercial lines of business. Most recently, she held the position of Chief Operating Officer at Royal Health Care, a New York based Management Service Organization providing healthcare services to managed care plans in New York, Florida and South Carolina for more than 500,000 members. During her sixteen year tenure, she spearheaded the implementation of managed care programs including Medicaid Managed Care, Child Health Plus, Managed Long Term Care, Medicare Advantage and Medicaid Advantage Dual programs.

Prior to Royal Health Care, Ms. Rodd served as Vice President of Operations at Empire Blue Cross and Blue Shield (BCBS of NY), where she was responsible for Medicare operations for more than three million Medicare beneficiaries and 65,000 providers. She was also responsible for managing operations for all commercial products and had direct responsibility and oversight for 1,600 employees. Ms. Rodd was instrumental in driving operational process improvements resulting in more than \$20 million dollars in annual savings, while attaining the highest level of performance in the company’s history.

“Joanne’s expertise in understanding the needs of this business, its constituents and managing the implementation components are critical to making this segment a success,” said Marc Zech, HealthSmart’s Executive Vice President and General Manager, Focused Markets.

Ms. Rodd is a graduate of Dowling College with a Bachelor’s degree in Business Administration Management

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 Irving, Texas, with regional hubs throughout the country. HealthSmart’s mission is to improve member health and reduce healthcare costs.

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