



For Immediate Release

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HealthSmart Appoints Pamela Coffey to Lead Prescription Benefit Management Division

DALLAS, TEXAS, January 20, 2017 — HealthSmart wishes to announce that Pamela Coffey, Chief Clinical Officer, will assume profit and loss responsibility for HealthSmart Rx, the Company’s prescription benefit management (PBM) division. Pam will be working closely with the current PBM team to improve collaboration with HealthSmart Care Management Solutions, which will continue to report to her. Pam’s combination of skills in care management, population health, wellness, on-site clinics, specialty drugs and strong leadership will drive better health outcomes at reduced costs for our clients.

“This is an exciting time at HealthSmart, and I look forward to working closely with this talented team to continue delivering outstanding execution for our customers, while taking advantage of new growth opportunities created by the evolving healthcare landscape. The increasing cost of specialty drugs and improved care coordination available through HealthSmart provides a differentiating service to our clients,” said Coffey.

Ms. Coffey is a registered nurse with degrees in nursing and business administration. She is certified in healthcare quality management with specialties in managed care and case management through the American Board of Quality Assurance and Utilization Review Physicians. She has been involved in senior leadership roles in managed care for 25 years and joined HealthSmart in 1997. In her current position, she manages all of HealthSmart’s clinical programs. Ms. Coffey has an extensive background in managing risk, as well as structuring data-centric clinical management programs. Her expertise in operations and clinical programs has made a significant contribution to the development and success of the services offered by HealthSmart.

“As we continue to expand our product and service offerings, Pam’s unique background and industry experience will guide the development of our clinical services division to reach its full potential,” said Phil Christianson, HealthSmart’s Chief Executive Officer.

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.

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