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## **PacificSource Health Plans Names New Business Development Planner**

**(Springfield, Ore.)** – PacificSource Health Plans has named Lisa Zenev as Vice President of Business Development and Planning. Most recently the Vice President of Information Systems, Zenev will develop seamless delivery and operations for Oregon's oldest health services contractor.



In her new role, Zenev will direct projects related to strategic planning, security, disaster recovery, HIPAA, and infrastructure. She will also be responsible for prioritizing integration initiatives with subsidiaries Manley Services and Select Benefit Administrators.

"Our goal is to have all our products and services work together seamlessly for our customers," says Zenev of her new role. "As we continue to develop innovative benefit solutions, our focus is on keeping the health insurance experience simple and convenient for everyone involved. We're turning the technical into the practical."

Zenev joined PacificSource in 1984 as a programmer and served as Director of Information Systems for many years before being named Vice President in 2000. In that capacity, she was responsible for directing the organization's technology initiatives and providing oversight for the development and maintenance of a network of HP3000 mainframe computers, Windows NT servers, and Lucent telephone systems. She has also served as the company's Privacy and Security Officer, ensuring compliance with HIPAA regulations.

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### **About PacificSource Health Plans**

*PacificSource Health Plans is based in Springfield, Ore. with satellite offices in Portland, Bend, and Medford. Since 1933, the 225-employee organization has provided health insurance solutions to Oregon businesses and individuals. PacificSource provides personalized medical and dental coverage to over 148,000 members through contracts with 9,000 physicians, physician organizations, hospitals, medical facilities, and other healthcare suppliers. For more information, visit [www.pacificsource.com](http://www.pacificsource.com).*