



**FOR IMMEDIATE RELEASE**

Feb. 22, 2006

**Contacts:** Colleen Thompson, PacificSource Health Plans, (541) 684-5453, [cthompson@pacificsource.com](mailto:cthompson@pacificsource.com)  
Dianne Danowski Smith, The Ulum Group, (503) 595-8355, [ddsmith@ulum.com](mailto:ddsmith@ulum.com)

**PacificSource Health Plans' Stedman Retires**

**Springfield, Ore.** – James Stedman, vice president of sales and marketing for PacificSource health plans, is retiring after 16 years with the company. Since 1990, Stedman has overseen sales and marketing of health, dental, and vision plans through offices in Eugene, Portland, Bend, and Medford.

During Stedman's tenure, PacificSource has expanded statewide and quadrupled its membership. With more than 20 years of experience in health insurance marketing, Stedman previously held the position of district manager for Pacific Health and Life. "Working with Jim has been nothing but a pleasure," says Ken Provencher, chief executive officer of PacificSource. "He has helped to guide this company through enormous change and growth."

Troy Kirk will carry on Stedman's duties as vice president of sales and marketing. He will be responsible for developing and implementing goal-oriented sales, marketing, and communication strategies. Prior to joining PacificSource in November 2005, Kirk served as vice president of sales and marketing for Regence Life and Health Insurance. He holds a bachelor's degree in business administration from Linfield College.

With more 90 years of experience, the rest of the PacificSource management team brings a wealth of expertise to the company. Ken Provencher, president and chief executive officer, has been with PacificSource since 1995. With more than two decades in the health care industry, Provencher serves on the boards of The Foundation for Medical Excellence, the Oregon Medical Insurance Pool, and United Way of Lane County. He is chair of the United Way of Lane County's 100% Access Initiative and the Oregon Health Care Safety Net Advisory Council. Ken also serves on the Oregon Health Policy Commission's Delivery System Models Work Group and the Oregon State University Health Care Administration Advisory Board, where he is an adjunct instructor. He is a frequent guest lecturer and panelist for healthcare issues.

Other members of the management team include Sujata Sanghvi, vice president and chief operating officer; Dr. Steven Marks, chief medical officer; Steven Ord, chief financial officer; Erick Doolen, vice president of information systems; Noreen Franz-Hovis, human resources director; Lisa Zenev, vice president of business development and planning; and Kristin Kernutt, director of legal affairs and general counsel.

PacificSource differentiates itself from other health plans by providing a local, community-based approach to sales and customer service. The company strives to build long-term personal relationships with members. It also encourages members to be engaged in their own health care, helping them learn to proactively manage their health. PacificSource's management team is dedicated to continuing sound business practices, operational excellence, and competitive pricing in 2006 and beyond.

### **About PacificSource Health Plans**

*PacificSource Health Plan is based in Springfield, Ore., with satellite offices in Portland, Bend, and Medford. PacificSource provides insurance coverage to more than 149,000 members through contracts with over 9,000 physicians, physician organizations, medical facilities, hospitals, and other healthcare suppliers statewide. Since 1933, the 260-employee organization has provided health insurance solutions to Oregon businesses and individuals. For more information, visit [www.pacificsource.com](http://www.pacificsource.com) or call 1-800-624-6052.*

###