

## Scott Coffin Joins the Alameda Alliance for Health as CEO

The Alameda Alliance for Health (Alameda Alliance) has announced the selection of Scott Coffin as the new Chief Executive Officer, effective May 7, 2015. In this role Coffin will be responsible for overseeing the entire operation of the Alameda Alliance.

"I'm looking forward to improving access to quality healthcare for Alameda County residents, and to expanding the community-focused mission of the Alameda Alliance," said Scott Coffin.

"We are very excited at the breadth of knowledge, experience, and commitment that Scott brings to the Alliance at a time of tremendous change and opportunity," said Jane Garcia, Chair of the Board of Governors.

Coffin has more than 20 years of health care leadership experience in health plan management and hospital administration; he has spent the last eight years focused on Medi-Cal, Denti-Cal, Healthy Families, and other state-sponsored programs. Most recently Coffin served as the Executive Director for Anthem Blue Cross overseeing the provision of services to nearly 450,000 Medi-Cal members across 18 counties.

Prior to joining Anthem, Coffin founded the DeSante Group LLC, a health care consulting firm that delivered Medicaid integration services to senior leaders at state health agencies, health plans, hospitals and physician groups. He also has held leadership positions with the Health Plan of San Joaquin, Blue Shield of California, Sutter Health Hospitals, and Vision Service Plan. Coffin earned his degree in business administration at California State University in San Bernardino, and continued his professional development and education at Dartmouth College Tuck School of Business.

### About Alameda Alliance for Health

Alameda Alliance for Health is a local, public, not-for-profit managed care health plan committed to making high quality health care services accessible and affordable to Alameda County residents. The Alliance staff and provider network reflect the county's cultural and linguistic diversity.