



FOR IMMEDIATE RELEASE
Thursday, April 21, 2011

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Peoples Health Appoints Nick Karl to Sales Director

Metairie, La. – Peoples Health announces the appointment of Nick Karl to sales director, where he will direct beneficiary enrollment and retention in the company’s Medicare Advantage products and services. Karl will oversee the internal sales force and contracted sales agents for Peoples Health, whose health plans cover a 14-parish service area including New Orleans and Baton Rouge.

“Nick will be a tremendous asset to the growth of Peoples Health,” says chief marketing officer Mike Putiak. “He brings extensive experience in marketing, operations and community affairs to this position.”

Prior to joining Peoples Health, Karl worked for the New Orleans Saints, where he most recently served as director of community affairs. In that role, he was the primary contact for charitable foundations, community organizations, government agencies and fan groups. He managed player, coach and staff involvement in charitable campaigns and events, as well as organized public relations activities and NFL-sponsored community initiatives.

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Karl began his career with the Saints as a corporate sales and marketing intern. His leadership skills and ability to build relationships and inspire confidence quickly led to promotions of increasing responsibility. During his tenure with the company, he served in several capacities, including as sales account executive, media and public relations assistant and assistant director of community affairs.

Karl earned a Bachelor of Science in sports administration from the University of Southern Mississippi. He is a board member for Second Harvest Food Bank of Greater New Orleans and Acadiana, and in 2010 was awarded a Super Bowl XLIV championship ring for his service with the Saints during their 2009 championship season.

About Peoples Health

Established in 1994, Peoples Health is a Medicare Advantage organization serving Medicare beneficiaries in southeast Louisiana. The physician-owned company has over 600 employees that help administer and provide a unique approach to wellness, care coordination and support services for plan members. The company is a proud supporter of many social, cultural, athletic and health organizations and holds an accreditation by URAC. More information about Peoples Health can be obtained by visiting www.peopleshealth.com.

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