



**FOR IMMEDIATE RELEASE**  
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### **Peoples Health Appoints Shawn McKee to Marketing Manager**

**Metairie, La.** – Peoples Health has announced the appointment of Shawn McKee to marketing manager. McKee is in charge of developing and implementing the creative production of advertising, marketing and sales initiatives for a 14-parish service area including New Orleans and Baton Rouge.

Prior to joining the Medicare Advantage company in 2005, McKee worked for Morris Kirschman & Company as the advertising operations manager. He then served as advertising manager for American Furniture Company in Albuquerque, N.M., where he oversaw advertising design and production for one of the largest family-owned furniture retailers in the Southwest. He was responsible for branding, media planning, contract negotiation, and development and maintenance of advertising standards for nine locations in four markets. McKee also worked on numerous projects as a freelance graphic designer and copywriter and taught public speaking at the University of New Mexico. He most recently served as production manager for Peoples Health in charge of the design, printing and production of marketing, communications and educational print materials.

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McKee earned a Bachelor of Arts in communication from Loyola University New Orleans and a Master of Arts in communication from the University of New Mexico. His freelance design projects earned the Distinguished Technical Communications and Best of Show award for Takeda Pharmaceutical Company's Prescription Drug Benefit Cost and Plan Design Survey Report and the Award of Excellence for Pharmaceutical Care Management Association's Patient Satisfaction Survey of Prescription Drug Benefits Programs.

### ***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](http://www.peopleshealth.com).

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