



FOR IMMEDIATE RELEASE
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**Peoples Health Appoints Dr. Roland Grieb to Market Medical Director
for the New Orleans Region**

Metairie, La. – Peoples Health has announced the appointment of Dr. Roland Grieb to market medical director for the New Orleans region. Grieb provides medical support to the Peoples Health Medical Management department, which serves a 14-parish service area including New Orleans and Baton Rouge. His focus is on quality of care programs, process improvement, project implementation, operational management and clinical oversight. Grieb also engages with network providers in the New Orleans area to educate them on company programs and available resources.

A physician executive, Grieb brings more than 25 years of experience in the medical industry to Peoples Health. His career includes 20-plus years of service in the U.S. Air Force in medical management and clinical roles in field and hospital settings. Prior to joining Peoples Health, he served in domestic and overseas military locations as flight surgeon, chief of radiology services and department chief of diagnostic imaging. In 2001, ranked as a lieutenant colonel, Grieb served as medical director/chief of medical staff for an \$11.2 million outpatient clinic operation for which he oversaw a medical staff of 257 and served a patient population of 36,800.

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Grieb retired from the U.S. Air Force in 2005, and most recently served as medical director for the Indiana and Kentucky Medicare quality improvement organization, Health Care Excel. In this position, he worked closely with healthcare providers to advance quality improvement initiatives and provided oversight for Medicare beneficiary case review.

Grieb earned a medical degree from the University of Colorado Health Science Center and a Master of Health Services Administration from the University of Arkansas at Little Rock. He is a member of numerous organizations, including the Radiology Society of North America, American College of Radiology, Association of Military Surgeons of the United States, American College of Healthcare Executives, American College of Physician Executives, Medical Group Management Association, American Medical Association and American College of Medical Quality.

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 who 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. For more information about Peoples Health, visit www.peopleshealth.com.

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