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Peoples Health Appoints Judith Copping to Communications Manager

Metairie, La. – Peoples Health has announced the appointment of Judith Copping to communications manager. Copping ensures effective communications by managing processes, systems, campaigns and materials for the communications department. Her primary responsibilities are to support consistent and compliant corporate messaging; manage timelines; ensure the efficiency and effectiveness of the communications request process; develop strategies to disseminate plan information internally and externally; and assist with public relations activities. She manages a staff that produces materials for the company's Medicare Advantage plans, which cover a 14-parish service area including New Orleans and Baton Rouge.

Copping brings an extensive background in legal marketing and business development to her role at Peoples Health. She most recently served as director of marketing and recruiting for Lemle & Kelleher LLP, where she was in charge of developing the company's overall marketing and business development plan, and implementing activities related to the plan, including communications; proposals and pitches for new business; market and competitive research; client development; public relations; and coaching, training and recruiting.

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Copping's prior experience also includes serving as marketing manager for Jones Walker; business development manager for Adams and Reese LLP; and marketing and recruiting manager for Deutsch, Kerrigan & Stiles LLP.

Copping earned a Master of Liberal Arts and a Bachelor of Arts from Tulane University. She is a member of the Alpha Sigma Lambda National Honor Society and a past member of the Legal Sales and Service Organization as well as the national and Southeastern chapters of the Legal Marketing Association, where she served as chair of the New Orleans/Baton Rouge City Group.

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 650 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 <http://www.peopleshealth.com>.

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