

**FOR IMMEDIATE RELEASE**  
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**PEOPLES HEALTH APPOINTS DIRECTOR OF MARKETING**

**Metairie, La** - Peoples Health has announced the promotion of Rick Redmann, Jr. to director of marketing.

Redmann will oversee the development of marketing strategies that promote Peoples Health plans among Medicare beneficiaries eligible to enroll in the plans. Redmann will develop marketing campaigns that foster membership growth and retention, and will lead a team responsible for advertising, brand development, and production of all other marketing materials.

Redmann has more than 20 years experience in the advertising and marketing industry. He most recently served as the assistant director of marketing for People Health for which he supervised the creation and production of all advertising and marketing for Peoples Health plans. Prior to joining Peoples Health, Redmann ran his own one-man agency called Redmann Creative, Inc. for which he wrote and produced advertising for television, radio, print and direct mail for local companies like Peoples Health, Kirschman's Furniture, WDSU-TV, Jesuit High School and Tulane University Hospital and Clinic.

Redmann graduated from the University of Texas at Austin where he earned a Bachelor of Science in Speech/Organizational Communications. He is also a graduate of Jesuit High School.



*About Peoples Health*

Established in 1994, Peoples Health administers Medicare benefits for 42,000 southeast Louisiana residents enrolled in the Choices 65, Choices Plus, Secure Health, HealthCare Select and Peoples Health Group Medicare health plans. More than 450 employees work at Peoples Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. Peoples Health is accredited by URAC, a Washington, DC-based healthcare accrediting organization. More information about Peoples Health can be obtained by visiting [www.peopleshealth.com](http://www.peopleshealth.com).

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