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Peoples Health Appoints Barbara Guerard to Vice President of Health Services

Metairie, La. - Peoples Health has announced the appointment of Barbara Guerard to vice president of health services.

Guerard will manage the Medical Management department, which covers a 14-parish service area including New Orleans and Baton Rouge. She will provide administrative oversight including strategic planning, overall direction of the clinical and non-clinical functions of the department and developing programs for Peoples Health plans that result in improved outcomes for plan members. She will also be responsible for establishing measures, appropriateness of care, utilization management, member satisfaction and compliance with state and federal regulatory guidelines.

Guerard brings 30 years of healthcare management and clinical experience to Peoples Health, beginning her career as an adult nurse practitioner. Her senior management experience includes strategic planning, operations, policy formation and systems enhancements. Guerard also spent 18 years in clinical positions and as a senior administrator at the Harvard Community Health Plan (Harvard Pilgrim Health Care) in Boston. Prior to joining Peoples Health, Guerard was executive director/chief executive officer for both the LSU Healthcare Network and the Faculty Practice at the University of Vermont College of Medicine/Fletcher Allen Health Care in Vermont. Most recently, she was vice president, Adult Multi-Specialty Services for the University of Tennessee Faculty Practice in Memphis.

Guerard earned her Masters of Business Administration from Suffolk University in Boston, Massachusetts.

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 500 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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