

FOR IMMEDIATE RELEASE
February 14, 2011

For more information, contact:
Suzanne Whitaker (504) 681-8978

Peoples Health Appoints Camilla Davis as Director of Performance Improvement

Metairie, La. - Peoples Health has announced the appointment of Camilla Davis to director of performance improvement. In this role, Davis will oversee and manage the creation, implementation and monitoring of strategic performance improvement initiatives for the company's health plans, which cover a 14-parish service area including New Orleans and Baton Rouge.

Davis has 20 years of experience in the insurance industry. Prior to joining Peoples Health, she provided team and organizational development to a \$45 million nationwide third-party insurance administrator, F. A. Richard & Associates Inc. (FARA). Most recently, she served as vice president of administration and as a corporate officer for FARA in charge of risk management, litigation management, licensing, compliance, governmental relations, contract negotiations for major assets and leases, disaster recovery planning and management, as well as the development of various policies and procedures for the company.

Davis earned a Bachelor of Arts in mass communications from Louisiana State University, where she also earned a minor in marketing and economics. She received an Associate in Risk Management (ARM) designation from the American Institute for Chartered Property Casualty Underwriters.

Davis was recognized in *New Orleans CityBusiness* as a 2003 Women of the Year honoree and in the magazine's 2005 Best Places to Work issue for her extraordinary efforts to house employees after Hurricane Katrina. She was a panel speaker in 2006 at the Louisiana Association of Business and Industry (LABI) Workers' Compensation Conference, and currently serves on the Board of Trustees for Leadership St. Tammany.

-more-



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.

###