



Community Health Plan of Washington Strengthens Community Outreach with New Director of Business Development and Sales

Caitlin Duffy joins the team to advance strategic member enrollment plans and continue to build strong community partnerships

SEATTLE – December 15, 2021 – [Community Health Plan of Washington \(CHPW\)](#), the Washington-headquartered Apple Health (Medicaid), Medicare and Cascade Select managed care plan, has appointed Caitlin Duffy as its new Director of Business Development and Sales. Duffy is leading member enrollment and retention efforts for the not-for-profit's health plans, as well as its community relations and outreach.

As Director of Business Development and Sales, Duffy oversees CHPW's growth through its sales/enrollment teams who serve every county throughout the state. They collaborate with health care providers and community-based organizations to connect people with CHPW's health services and benefits. Additionally, she and her team partner with community health centers and organizations in responding to local needs, including staffing events to explain the Medicaid and Medicare options for health coverage, helping with health fairs, COVID-19 vaccine events, food drives, and other community-facing events.

"This is a pivotal role for CHPW as we look for ways to help people access quality health care in their communities," said Melissa Stevens, Vice President of Community Engagement & Growth for Community Health Plan of Washington. "Caitlin's experience in health care, serving people eligible for Medicaid and Medicare who may be unfamiliar with CHPW's particular way of caring for their physical, behavioral and social supports, is valuable as we grow across the state."

Duffy joins CHPW with nearly a decade of experience in the health insurance industry. She most recently served as the Sales Director for Government Programs in both Oregon and Washington for UnitedHealthcare, and additionally has worked in the employer-based and the individual exchange markets. Duffy received her bachelor's degree in public health from the University of Washington and her Master of Business Administration from Willamette University.

"I'm inspired by CHPW's commitment to their members and their close alliance with community health centers and community-based organizations," said Duffy. "I'm thrilled to be part of a growing team that cares about its members as individuals and about the communities they live in."

To learn more about CHPW, visit chpw.org.

About CHPW

Founded in 1992 by a network of community and migrant health centers (CHCs) in Washington State, Community Health Plan of Washington is a community-governed, not-for-profit health plan formed to help coordinate care and



advocate for people who were not being served by traditional insurance companies. The mission of CHPW is to deliver accessible managed care services that meet the needs and improve the health of Washington communities and to make managed care participation beneficial for community-responsive providers. CHPW serves approximately 270,000 members through Medicaid (income-based program called Apple Health in WA) and Medicare (age and disability-based program) across the State. CHPW connects members to various physical, behavioral and social support services, and reinvests surpluses back into the community to help advance health equity and improve access to high quality care for all people. Its parent, Community Health Network of Washington, serves nearly one million individuals across Washington through its Member federally qualified community health centers across the State of Washington, and now offers Cascade Select on the health exchange. To learn more, visit chpw.org or connect on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#).

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