



Community Health Plan of Washington Appoints Melissa Stevens as Vice President of Community Engagement and Growth

A proven healthcare sales and marketing leader, Stevens will lead efforts to grow the health plan's footprint and impact throughout Washington's communities

SEATTLE – August 27, 2019 – Melissa Stevens has been named Vice President of Community Engagement and Growth at [Community Health Plan of Washington \(CHPW\)](#), Washington's only local not-for-profit Medicaid and Medicare managed care plan.

"Melissa is a dynamic executive with a strong track record of growing businesses and engaging communities," said Leanne Berge, CEO of Community Health Plan of Washington. "I'm thrilled to welcome her to our leadership team and look forward to working with her to ensure that Washington communities have access to the quality care that they deserve and need to be healthy."

In her new role, Stevens will provide strategic leadership of CHPW's business development, marketing and member acquisition and retention activities. She will also oversee the company's brand strategy and messaging.

"Community Health Plan of Washington is committed to providing access to quality health care for Washington's more vulnerable populations and consistently innovates to ensure its members are empowered with services that go beyond traditional healthcare to treat the whole person," said Stevens. "I'm excited to put my experience to work supporting CHPW's outreach and engagement."

Before joining CHPW, Stevens worked as a consultant, serving as Interim Chief Marketing Officer for a mid-size healthcare business, and advising in the direct to consumer space. She previously served with Group Health Cooperative as the executive director of marketing where she led digital and direct marketing efforts, to drive new health plan customer acquisition for, and to engage members in Group Health's care delivery systems.

To learn more about CHPW visit, chpw.org.

About CHPW

Founded in 1992 by a network of community health centers in Washington state, Community Health Plan of Washington is a community-governed, local not-for-profit health plan. CHPW's mission is to deliver accessible managed care services that meet the needs and improve the health of our communities. CHPW believes in the power of community; when people stand together, they stand stronger and are able to help each other reach their best health. CHPW



serves approximately 270,000 members through Medicaid and Medicare programs across the state. To learn more, visit chpw.org or connect with us on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#).

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Media Contact:
media@chpw.org