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Community Health Plan of Washington (CHPW) Hires First Chief Transformation and Innovation Officer to Drive Growth and Partnerships

Genevieve Caruncho-Simpson Brings National Healthcare Leadership Experience to CHPW

SEATTLE March 14, 2023 – [Community Health Plan of Washington \(CHPW\)](#), the not-for-profit Washington-based health insurance carrier, has hired Genevieve Caruncho-Simpson as its first Chief Transformation and Innovation Officer. In this role, Caruncho-Simpson will join CHPW’s Executive Leadership Team, to help further strengthen the organization’s work of advancing whole person care and health equity, and support growth across its health plans, provider networks, services, and benefits. She will collaborate with stakeholders at the local, state, and national levels, and focus on CHPW’s strategic priorities, including work to address social drivers of health* for members. CHPW currently cares for more than 300,000 Washingtonians who have its Apple Health (Medicaid), Medicare Advantage, and public-option Individual and Family health plans.

Caruncho-Simpson recently served as the Chief Executive Officer for UnitedHealthcare, Community & State - Washington where she oversaw their Medicaid, Health Benefit Exchange (Marketplace) and D-SNP (Medicare/Medicaid) lines of business. Prior to her work with UnitedHealthcare, she served as President and CEO for Texas Health Aetna (Dallas/Fort Worth) where she developed an innovative operating model between CVS/Aetna and the largest health system in Dallas/Forth Worth, and shepherded it through the regulatory processes. She also had leadership roles in Ascension Health in St. Louis, where she designed its transformation to a national value-based business and care model, as well as at Humana and Miami Children’s Hospital in Florida, and PricewaterhouseCoopers.

“We’re thrilled that Genevieve is bringing the breadth of her experience in healthcare to CHPW, particularly related to furthering partnerships and innovative, value-based care models, as our first Chief Transformation and Innovation Officer,” said Leanne Berge, CEO of Community Health Plan of Washington and its parent, Community Health Network of Washington. “She will help us to advance our leadership in creating positive, equitable, and systemic change that improves the well-being of our members and the communities we serve across the state.”

With a track record of leadership throughout the healthcare system, Caruncho-Simpson has received national recognition including in *Becker’s Hospital Review* [Rising Stars for 2018](#), *Modern Healthcare’s* [Up and Comers for 2017](#), and in *Modern Healthcare’s* [Top 25 Minority Leaders](#) in 2020.

"Joining the State of Washington's leading and longest-serving community-based health plan is both a privilege and honor for me, especially as someone who grew up in this state. I look forward to



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collaborating with CHPW's community health partners to accelerate key innovations and solutions that advance access to high-quality, affordable coverage and more equitable care for all Washingtonians, said Caruncho-Simpson." She starts in her position at CHPW on March 27.

In November 2022, CHPW announced Kelli Houston as its first Chief Equity Officer, also an executive-level position, leading staff and community partners in creating and driving strategies that advance racial and health equity.

To learn more about CHPW, visit chpw.org.

**Social drivers of health, as defined by the Centers for Disease Control and Prevention, "are conditions in places where people live, learn, work, and play that affect a wide range of health and quality-of-life risks and outcomes." To learn more about this, visit the CDC's [website](https://www.cdc.gov).*

About CHPW

Community Health Plan of Washington is a community-governed, not-for-profit health plan founded in 1992 by a network of community health centers (CHCs) in Washington state. CHPW is a managed-care organization that 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. CHPW serves approximately 300,000 members through Medicaid (income and asset-based program called Apple Health in Washington) and Medicare (age and disability-based program) as well as public-option Individual and Family plans across the state. Its parent, Community Health Network of Washington, serves nearly 1 million individuals across Washington through its federally qualified member community health centers. To learn more, visit chpw.org or connect on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#).

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