



Community Health Plan of Washington Creates New Role To Support Growth
Meg Olberding will serve as the company's first Director of Brand Messaging and Public Relations

SEATTLE – January 14, 2020– Meg Olberding has been named as the first Director of Brand Messaging and Public Relations for the [Community Health Plan of Washington \(CHPW\)](#), Washington's local not-for-profit Medicaid and Medicare managed care plan. In this new role, Olberding will lead efforts to help solidify CHPW's community presence as a leader in providing access to health care for underserved populations across the state.

"Meg's on-the-ground experience delivering public health information and working in diverse communities on behalf of the City of Seattle is a tremendous asset to our leadership team," said Leanne Berge, CEO of Community Health Plan of Washington. "As our organization continues to support people across Washington, it is critical that we share the important work we are doing to provide accessible managed healthcare services."

Prior to joining CHPW, Olberding served as the City of Seattle's Director of External Affairs for the Human Services Department, where she designed and implemented the department's communication and legislative strategy to broaden the awareness and impact of its priorities around serving Seattle's most vulnerable populations.

Olberding is responsible for CHPW's brand messaging as well as external communications, including media relations, digital presence and community sponsorships.

"I've seen first-hand how issues like access to health resources, and racial and social disparities affect people's lives whether they are experiencing homelessness, living with a disability, or are immigrants and refugees," said Olberding. "CHPW is doing important work to support residents' whole health, including the behavioral and social factors that they need to achieve better health. I'm excited to help further shape this great organization's brand and share the wonderful work CHPW is doing."

Olberding also has served as Director of Communications for the City of Cincinnati, where she provided strategic counsel on administrative policy and public positions and served as primary spokesperson for the city administration.

This new role of Director of Brand Messaging and Public Relations is part of CHPW's continued strategy for growth in serving Medicaid and Medicare-eligible populations across Washington. In the last year, the company has opened offices in Vancouver, Spokane and Pasco and recently opened another in Mount Vernon.



To learn more about CHPW visit, chpw.org.

About CHPW

Founded in 1992 by a network of community and migrant health centers in Washington State, Community Health Plan of Washington is a community-governed, not-for-profit health plan. 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 265,000 members through Medicaid and Medicare programs across the State. Its parent, CHNW, serves nearly one million individuals across Washington through 161 sites. To learn more, visit chpw.org or connect on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#).

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