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FOR IMMEDIATE RELEASE

IHA NAMES MARTHA MARSH, CURTIS TERRY TO BOARD

WALNUT CREEK, CA – The Integrated Healthcare Association (IHA), a statewide leadership group active in health care policy and managed care issues, announces the appointment of **Martha H. Marsh** chief operating officer at UC Davis Health System and director of hospital and clinics at UC Davis Medical Center, and **Curtis L. Terry**, vice president, network development and management, Blue Cross of California, to its Board of Directors. **Marsh** is responsible for overall management of the health system, an integrated, academic health system encompassing the medical center, the UC Davis School of Medicine, and the UC Davis Medical Group. She oversees UC Davis Medical Center’s 528-bed, acute-care hospital and all its affiliated outpatient centers, including a primary care network of physician practices in 13 northern California communities. From 1994 until she joined UC Davis last year, Marsh was senior vice president for professional services and managed care at University of Pennsylvania Health System. There, she was responsible for managing faculty and physician practices, developing managed care systems, and establishing a network of multispecialty satellite clinics for the system of four owned hospitals and five affiliated hospitals. From 1986-1994, she was president and chief executive officer of Matthew Thornton Health Plan in Nashua, New Hampshire.

Marsh earned an MPH in health administration and an MBA in accounting at Columbia University. She earned a BA in history at the University of Rochester. **Curtis Terry** joined Blue Cross of California in 1997 as vice president for network development and management, Northern California. In this capacity, he is responsible for contracting and liaison activities with physicians, hospitals, and medical groups throughout the Northern

California region. Prior to joining Blue Cross, Terry was president and chief operating officer of Adesso Specialty Services Organization. Based in San Jose, California, Adesso develops programs to support specialty physicians and health plans. Terry has also held vice president positions with TakeCare Health Plan and IPM Health Plan and served as a consultant with Jurgovan and Blair, Inc. of Potomac, Maryland. He received his BA degree in zoology from UC Santa Barbara and conducted research work in the field of biochemistry at the University of Nevada, Reno.

IHA (www.iha.org) is a statewide leadership group of health plans, physician groups, and health care systems, plus at large academic, purchaser, consumer, and pharmaceutical industry representatives, committed to policy development, public dialogue, and special projects associated with the continuing evolution of managed health care.