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March 1, 2002

FOR IMMEDIATE RELEASE

INTEGRATED HEALTHCARE ASSOCIATION NAMES PHYSICIAN EXECUTIVES

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 two physician executives to its board of directors: **Bartley S. Asner, MD**, president, health services for Physician WebLink and CEO of Monarch HealthCare; and **Jeff Kamil, MD**, vice president and medical director of quality management for WellPoint's Blue Cross of California.

Bart Asner, MD directs both a medical group and a medical management company. He is president, health services for Physician WebLink, a national medical management and health care information technology company, based in Mission Viejo. Dr. Asner also serves as CEO and member of the board of directors for Monarch HealthCare, an IPA model medical group providing care to 150,000 commercial and senior HMO members. He is currently the Chair of CAPO, the California Association of Physician Organizations. Board certified in pediatrics, he was in pediatric practice from 1979 to 1997 and was president of Southern Orange County Pediatric Associates. Dr. Asner is a fellow of the American Academy of Pediatrics and a member of the American College of Physician Executives. He received his medical degree from the University of Pennsylvania School of Medicine and completed his internship and residency at Children's Hospital in Los Angeles.

Jeff Kamil, MD, is vice president and medical director of quality management for WellPoint's Blue Cross of California business. He is responsible for leading the company's

quality initiatives, as well as continuing development and improvement of Blue Cross of California quality management programs, including Health Plan Employer Data and Information Set (HEDIS) and National Committee for Quality Assurance (NCQA) accreditation. Prior to joining the company in 1996 as medical director, Dr. Kamil held various positions with Prudential HealthCare, Prudential Western Operations, and Hawthorne Community Medical Group. He earned a bachelor's degree in biology at Washington and Jefferson University, a doctor of medicine from the University of Pittsburgh and completed his internship and residency at Children's Hospital of Pittsburgh with a specialty in pediatrics. Dr. Kamil is board certified in pediatric medicine.

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IHA (www.iha.org) is a California 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. IHA's most recent undertaking is a collaborative Pay for Performance initiative involving six major HMOs and their medical groups.