

FOR IMMEDIATE RELEASE

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ALAMEDA ALLIANCE FOR HEALTH ANNOUNCES MATTHEW WOODRUFF AS CHIEF EXECUTIVE OFFICER

Matthew Woodruff will assume the position as the organization's CEO on June 1st, 2023.

Alameda, CA – Alameda Alliance for Health (Alliance), the local health plan that serves more than 355,000 Alameda County residents, announced today that its Board of Governors has appointed Matthew Woodruff as the Chief Executive Officer, effective June 1st, 2023. Over the next few months, Matthew will partner with retiring CEO Scott Coffin on a full transition.

With 27 years of experience as a health care leader, Matthew is recognized as a national expert and industry leader in the operations of Medicare Advantage and Medi-Cal Managed Care Plans. He received the U.S. Department of Health and Human Services' Secretary's Award for Distinguished Service for his work with developing the current Medicare competitive bidding process.

"The Alliance Board of Governors appreciates Matt's empathic, member-first approach to his work, and his deep operational knowledge of Medi-Cal. His decades of Medicare experience position him well to lead us as we move into that line of business," said Rebecca Gebhart, Chair of the Alliance's Board of Governors. "The Board is confident that Matt will be a successful CEO and will continue the incredible track record of achievement that the Alliance has had under Scott Coffin's leadership."

"Matt's experience with the Alliance will be particularly valuable in helping us navigate the transformational changes in the state CalAIM program designed to provide an equitable, coordinated, and person-centered approach to overall health for our Medi-Cal beneficiaries," added Dr. Noha Aboelata, Vice-Chair of the Alliance's Board of Governors.

Since 2015, he has served as Chief Operating Officer where he has led the Alliance's day-to-day operations and has strengthened the organization's internal and external partnerships. Under his leadership, the Alliance attained national recognition, achieving Center of Excellence status for superior employee satisfaction, member satisfaction, and exceptional level of service to its members. His work to strengthen relationships with the organization's provider network led to satisfaction rates among its contracted community providers reaching their highest level in 2022, increasing 28 percentage points since 2015.

“The CEO recruitment had a large number of outstanding candidates but in the end, Matt stood out, and was the unanimous recommendation of the Alliance CEO Search Committee, said Dr. Evan Seevak, Member of the Alliance Board of Governors and Chairperson for the CEO Search Committee. “In the interview process, Matt demonstrated his deep knowledge of the Alliance, Medi-Cal managed care, Medicare, including our members, providers and our local community. We are excited to have Matt step into this new role.”

“The Alliance has completed a successful turnaround in the last 8 years and the company has been repositioned to sustain for many years into the future. The Alameda County Medi-Cal program is changing next year into a county-organized model with several new Medi-Cal services addressing social determinants of health, including supportive services for older and fragile adults, and services that address a variety of food and housing insecurities. The Alliance has pioneered and invested in a series of pilot programs to overcome health disparities, including Recipe4Health, Whole Person Care, Health Homes, and later this year will be launching a new pilot to help formerly incarcerated people coordinate re-entry services. I have full confidence in Matt’s leadership and his commitment to fulfill the mission and vision of the Alliance, and to continue strengthening the local collaboration with our safety-net partners,” said Scott Coffin, Chief Executive Officer of the Alliance.

A third generation Mexican American, Matthew was raised in the Bay Area, is a graduate of St. Mary’s College of Moraga, and lives with his wife and two kids in the East Bay.

To learn more about the Alliance, visit us at <http://alamedaalliance.org/>.

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About Alameda Alliance for Health

Alameda Alliance for Health (Alliance) is a local, public, not-for-profit managed care health plan committed to making high quality health care services accessible and affordable to Alameda County residents. Established in 1996, the Alliance was created by and for Alameda County residents. The Alliance Board of Governors, leadership staff and provider network reflect the county’s cultural and linguistic diversity. The Alliance provides health care coverage to over 355,000 low-income children and adults through National Committee for Quality Assurance (NCQA) accredited Medi-Cal and Alliance Group Care programs.