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ALAMEDA ALLIANCE FOR HEALTH ANNOUNCES RETIREMENT OF CEO SCOTT COFFIN

After serving the Alliance for nearly a decade, Scott Coffin, Alameda Alliance Chief Executive Officer retires on May 31, 2023.

Alameda, CA – Alameda Alliance for Health (Alliance), the local health plan that serves more than 330,000 Alameda County residents, announced today the retirement of Mr. Scott Coffin, Chief Executive Officer (CEO), effective May 31, 2023. Mr. Coffin has served as CEO since early 2015, focused on leading the organization out of state conservatorship and transforming the operations into sustainability. Today the Alliance employs nearly 400 staff and reports $1.3 billion in revenues annually, maintains national quality accreditations, meets regulatory compliance, and has over $200 million in financial reserves. The turnaround of the Alliance was recognized by state and federal regulators for the efficiency of its operations and rapid improvement of quality scores, moving from third-lowest quality scores to the fourth-highest managed care organization on a statewide basis.

The Alliance has innovated a series of primary care incentive programs and pilots for complex case management, allocating more than $84 million to local providers to improve the quality of care to the adults and children enrolled in the Medi-Cal program. To support the needs of older adults, children and families, Mr. Coffin forged new relationships with the Alameda County Board of Supervisors, Alameda County Agency leaders, and with leaders of the community-based organizations to expand access to health services. His commitment to address health disparities and social determinants of health for marginalized people has propelled the organization to innovate population health programs. In the last year, the Alliance successfully implemented the first phase of the CalAIM program, including enhanced care management, community supports, and major organ transplants.

Prior to Mr. Coffin's appointment as CEO of the Alliance, he served as the Executive Director for Anthem Blue Cross, overseeing Medi-Cal services in 18 northern counties in California, and responsible for administering benefits to more than 500,000 Medi-Cal members. The operating performance for the northern region managed care organization attained a successful turnaround that resulted in higher quality, better access, and improved customer services for members and providers. With over 26 years of experience in health care leadership, Mr. Coffin has dedicated the last decade of his career to integrating Medicare and Medicaid services, improving access to care for older adults, and implementing payment reform and quality improvement programs. His executive career has included consulting with state and county health agencies, managed care health plans, hospitals, and physician groups that specialize in the integration of Medicaid & Medicare services.

"Under Scott's leadership, the Alliance has made significant strides to fulfill the mission and vision continuously over the last eight years, and through his leadership created a sustainable organization that is equipped to serve every resident, in every community," said Dr. Evan Seevak, Chair of the Alliance Board of Governors. "Scott is a proven executive that focuses on the patient, values the network of physicians and caregivers, and has actively partnered with the safety-net providers to reach underserved communities across the county. He led the Alliance through the uncertain times by forming partnerships, focusing on execution, and applying a team-based approach. We are incredibly thankful for his leadership."

"Completing the turnaround of the Alliance was a real team effort, and every team member that works for the Alliance shares in this accomplishment," said Alliance CEO Scott Coffin. "I am grateful to have worked with so many dedicated and talented staff, for the exceptional trust from my Board of Governors, and to my loyal providers that work diligently to ensure that our members experience the best quality of service. I am honored to serve an organization with a strong mission and vision that serves all people and improves the quality of life for everyone in the communities across Alameda County."

The Alliance Board of Governors has formed a CEO search committee and partnered with a nationally-acclaimed executive recruiting agency to facilitate the search for the next CEO.

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

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 330,000 low-income children and adults through National Committee for Quality Assurance (NCQA) accredited Medi-Cal and Alliance Group Care programs.