

OHC names president



Bryan Kennedy

Ohio Health Choice (OHC) has named Bryan Kennedy its new president following a two-month national search. The hiring of Kennedy comes after the October purchase of OHC by Summa Health System and Mercy Medical Center.

Kennedy brings more than 20-years of experience to OHC, having

most recently served as both director of sales and manager of underwriting services for AultCare, where he is credited with implementing new sales methodologies that led to a significant increase in the company's client base and number of covered lives. In addition to overseeing the daily operations of OHC, he is responsible for implementing strategies and programs to increase OHC's customer base.

"I joined OHC because I see tremendous opportunities for the growth of the business and our presence in the marketplace," Kennedy said. "The OHC name has long been synonymous with quality, and coupled with the outstanding reputations of Summa Health System and Mercy Medical Center, I look forward to strengthening our position within the industry."

Kennedy also has worked at Meridia Health Plan, Emerald Health Network, Blue Cross & Blue Shield of Ohio and Great West Life Assurance Company. He is a 1980 graduate of John Carroll University, where he earned a bachelor of science in business administration degree with a concentration on marketing.

"We hired Bryan because he has a proven track record in the industry and is the right person to lead OHC into the future," said Summa Health System Chief Financial Officer and Chairman of the OHC search committee Mike Rutherford. "The search committee was very careful to look for someone who has demonstrated a comprehensive understanding not only of the industry, but of how to implement the strategies which translate into a successful business operation. Bryan Kennedy is that person."

OHC was the first PPO in Ohio, and includes 198 hospitals, 8,000 primary care providers and 18,000 specialists. It contracts with 94 third party administrators covering members across all 88 counties in Ohio. OHC was established in 1982 by St. Vincent Charity Hospital in

Cleveland, a healthcare facility of the Sisters of Charity of St. Augustine.

