



FOR IMMEDIATE RELEASE

Contact: Michael Wilson
213-240-8059
micwilson@dhs.lacounty.gov

Community Health Plan Appoints Chief Medical Officer

LOS ANGELES – December 5, 2008 - James Gerson, MD, FAAP, has joined Los Angeles County's Community Health Plan (CHP) as chief medical officer.

Dr. Gerson brings a wealth of managed care experience to CHP, having served as a medical director for managed care health plans for the past 11 years. He most recently served as Health Net's regional medical director for State Health Programs for Los Angeles County from 2006-2008. In this role, he interfaced with over 50 physician groups regarding utilization and quality of care concerns, reviewed member appeals, grievances and quality of care complaints, re-designed the physician group report card, and co-chaired the Healthcare Effectiveness Data and Information Set (HEDIS) outreach initiative and pay for performance program.

"Dr. Gerson brings tremendous managed care experience and leadership to our organization, and we are delighted to welcome him as we strive to improve both access to care and quality for our members," said CHP's chief executive officer Teri Lauenstein. "Dr. Gerson will focus on helping CHP improve partner with its physician groups to improve the delivery of preventive care services. He will also drive the plan's readiness preparations for accreditation."

Dr. Gerson attended medical school at Thomas Jefferson University in Philadelphia, completed his fellowships at Children's Hospital of Philadelphia, University of Pennsylvania, and a post doctoral fellowship at the National Institutes of Health. He is board certified in Pediatrics and Pediatric Hematology-Oncology, and is a member of the American College of Physician Executives. He also has had extensive experience as a primary care provider in an underserved area.

About CHP

CHP, which is managed by the Los Angeles County Department of Health Services, is a publicly operated, state Knox-Keene licensed health care plan and federally-qualified Health Maintenance Organization. CHP currently provides health care coverage for individuals and families through the Plan's Medi-Cal Managed Care and Healthy Families programs. The Plan also provides health care coverage for In-Home Supportive Services workers through the Homecare Workers Health Care Plan.