



***FOR IMMEDIATE RELEASE***

**Contact:**

Teri Van Tassel, Vice President, Marketing & Member Services

608.210.6633

E-mail: [tvantassel@the-alliance.org](mailto:tvantassel@the-alliance.org)

[www.the-alliance.org/press](http://www.the-alliance.org/press)

[www.the-alliance.org/qualitycounts](http://www.the-alliance.org/qualitycounts)

**MOYER, RIGSBY JOIN THE ALLIANCE AS NEW MANAGER OF VALUE MEASUREMENT, BUSINESS DEVELOPMENT MANAGER**

MADISON, WIS., November 28, 2011 — Amy Moyer and Calvin Rigsby II have joined The Alliance, an employer-owned, not-for-profit cooperative of more than 160 members. Moyer as manager of value measurement will be managing and executing cost and quality measurement and reporting strategies for The Alliance. Rigsby is serving as business development manager and will be responsible for bringing new members to the cooperative.

**Amy Moyer, Manager of Value Measurement**

In her position Moyer will play a critical role in overseeing our *QualityCounts*<sup>®</sup> reports, evaluating and recommending best practice improvements. She will work with our members, state and national measurement leaders as well as our provider community to shape our measurement and pay-for-performance work.

The Alliance has been reporting cost and quality information through its *QualityCounts* reports for more than 10 years. The reports provide information on the cost and quality of care for inpatient and outpatient procedures at providers that the organization contracts with. The Alliance's performance-based reimbursement program rewards providers for high quality care.

**Calvin Rigsby II, Business Development Manager**

Rigsby will be responsible for recruiting members to the employer-owned cooperative. The Alliance was formed as a cooperative 20 years ago by seven Madison-area employers looking for a way to lower their health care costs. The founding members chose the cooperative structure to allow participating employers to share both the responsibility and the benefits of membership. Today more than 160 self-funded members providing coverage to more than 83,000 individuals in Wisconsin, Illinois and Iowa call themselves members of The Alliance. Together they work cooperatively to lower costs, improve quality and engage individuals in their health.

-more-

“We are pleased to have Amy and Calvin join us at The Alliance,” says Mark Xistris, Alliance vice president of business development & provider relations. “Each brings a great deal of experience and we are fortunate to have them as part of our team.”

Moyer previously worked at Physicians Plus Insurance Corporation as a quality program administrator where she served as project manager for National Committee for Quality Assurance (NCQA) accreditation efforts. She also served as the development and reporting of key health plan quality metrics. Her resume also includes work at for UW Health (University of Wisconsin Hospital and Clinics) where she served as a clinical content facilitator. Moyer has a master of science in project management from the University of Wisconsin – Platteville and a bachelor of arts in music, neuroscience, and biomedical ethics.

Rigsby comes to The Alliance with 15 years of sales and leadership experience in insurance, corporate finance and technology industries. Rigsby served his country on active duty in the U.S. Army Airborne Infantry in Operation Desert Shield/Storm. He studied economics at the University of Wisconsin – Madison, and is currently working on his certificate in sales management from the University Of Wisconsin – Madison School of Business Executive Education center.

More than a provider network, The Alliance moves health care forward by controlling costs, improving quality, and engaging individuals in their health. They use the purchasing power of cooperative members to negotiate with and provide access to an extensive network of doctors and hospitals paid to improve quality by performing better not doing more.

###

Photo of Amy Moyer is available here:

[http://the-alliance.org/uploadedimages/Press\\_Room/Press\\_Release/amoyer\\_headshot\\_bw\\_4x5.jpg](http://the-alliance.org/uploadedimages/Press_Room/Press_Release/amoyer_headshot_bw_4x5.jpg)

Photo of Calvin Rigsby is available here:

[http://the-alliance.org/uploadedimages/Press\\_Room/Press\\_Release/crigsby\\_21\\_bw\\_4x5.jpg](http://the-alliance.org/uploadedimages/Press_Room/Press_Release/crigsby_21_bw_4x5.jpg)