



***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)

**OLIVA PROMOTED TO DIRECTOR OF PROVIDER RELATIONS**

MADISON, Wis. (April 29, 2013) — Heather Oliva has been promoted to director of provider relations at The Alliance, an employer-owned, not-for-profit cooperative of 180 members. Heather is responsible for overseeing the ongoing development of The Alliance’s provider network.

Heather has been provider relations manager at The Alliance since July 2004. During that time, she has designed and implemented innovative reimbursement methodologies for professional and facility providers. She has also helped The Alliance reach new territories by forming broad provider relationships. Heather has served on the Preventive Care Workgroup of the Partnership for Healthcare Payment Reform and formerly served as the Leapfrog Regional Liaison for Wisconsin.

Before joining The Alliance, Heather worked with local and regional health care entities in administration and as a health care consultant. Her experience includes commercial and governmental insurance billing and reimbursement, along with regulatory compliance. She studied health care administration at Southern Illinois University in Carbondale, Ill.

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.

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A hi-res professional photo of Heather Oliva is available here:

[http://the-alliance.org/uploadedImages/Press\\_Room/Press\\_Release/Heather\\_Oliva\\_press\\_4x5.jpg](http://the-alliance.org/uploadedImages/Press_Room/Press_Release/Heather_Oliva_press_4x5.jpg)