



***FOR IMMEDIATE RELEASE***

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**KATHRYN OTTO JOINS THE ALLIANCE® AS PRODUCT MANAGER**

MADISON, Wis. (Jan. 15, 2015) — Kathryn Otto has joined The Alliance, an employer-owned, not-for-profit cooperative of more than 200 members.

As product manager, Otto's role will be to develop, implement and maintain products and services offered through The Alliance's cooperative, which includes the *QualityPath*® initiative and Find a Doctor website. She will take the lead in managing these services and developing project plans by defining and confirming project goals; identifying specific tasks and resources needed; and determining budgets and timelines for completion.

Prior to joining The Alliance, Otto was director of sales, product development and marketing communications at WEA Trust. Otto earlier held positions as director of health care initiatives at THRIVE; manager of group retention at Dean Health Insurance; and manager of group services at Physicians Plus Insurance Corp.

Otto has an Executive Master of Business Administration degree from UW Madison and a Bachelor of Science and Business Administration degree from Cardinal Stritch University. She is also a certified employee benefits specialist (CEBS) and licensed in health and life insurance.

"We are more than thrilled to have Otto join our team as we believe she will do a great job at expanding our products and services to members of the cooperative," said Kevin Engliem, Manager of Research & Development at The Alliance.

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 professional photo of Kathryn Otto is available here:

[http://www.the-alliance.org/uploadedImages/Press\\_Room/Press\\_Release/Katherine\\_Otto\\_4x6\\_print.jpg](http://www.the-alliance.org/uploadedImages/Press_Room/Press_Release/Katherine_Otto_4x6_print.jpg)