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ANNETTE CRUZ JOINS THE ALLIANCE® AS HEALTH POLICY CONSULTANT

MADISON, Wis. (April 10, 2015) — Annette Cruz has joined The Alliance as health policy consultant.

Cruz served as health policy advisor and later as policy director for Governors Tommy Thompson and Scott McCallum. She later served as director of government affairs in a consultant role for Blue Cross & Blue Shield United of Wisconsin.

Cruz began public service as a staff person in the Wisconsin State Legislature, where she specialized in health and social services policy issues.

“We are very pleased to have someone of Annette Cruz’s experience and background joining us,” said Cheryl DeMars, President and CEO of The Alliance. “She will be a tremendous addition to our staff.”

Cruz received her master’s degree in health services administration from the University of Wisconsin-Madison, where she also earned a bachelor’s degree in Behavioral Science & Law.

Cruz currently serves on a steering committee for the Wisconsin Women’s Health Foundation and remains actively involved with several non-profit organizations in and around Madison.

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 Annette Cruz is available here:
http://www.the-alliance.org/press_room/press_releases/