



***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)

**MIKE ROCHE JOINS THE ALLIANCE® AS MEMBER SERVICES MANAGER**

MADISON, Wis. (May 7, 2015) — Mike Roche has been named member services manager of The Alliance, an employer-owned, not-for-profit cooperative of more than 240 employer members.

Roche is responsible for working with Alliance employers on health benefit strategies; sharing data-based information to help members manage their health care spend; and serving as a voice of our member employees.

Roche comes to The Alliance with a strong background in health benefits and self-funding. He previously served as a regional sales advisor for Digital Benefits Advisors in Madison, Wis. where he managed the health benefits for more than 160 credit union clients across 14 states. Prior to that position he worked at CUNA Mutual Group in their employee benefits division for almost 10 years as an employee benefits sales specialist.

Roche has a bachelor's degree with a double major in marketing and business administration and is licensed in both health and life insurance in Wisconsin, Illinois, Iowa, Minnesota, Nebraska and Montana.

“We are grateful to have Mike Roche join The Alliance as he is very familiar with The Alliance’s mission and the members we serve,” said Teri Van Tassel, The Alliance vice president of marketing & member Services. “He will be an asset to our organization”

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 professional photo of Mike Roche is available here:  
[http://www.the-alliance.org/press\\_room/press\\_releases/](http://www.the-alliance.org/press_room/press_releases/)