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KATHRYN OTTO-MCLEOD NAMED MANAGER OF PRODUCT PORTFOLIO & STRATEGY

MADISON, Wis. (Dec. 8, 2015) – Kathryn Otto-McLeod has been promoted to manager of product portfolio and strategy at The Alliance®.

In this role, Otto-McLeod is responsible for The Alliance’s full portfolio of products and vendor partnerships and will continue to manage two key Alliance initiatives: *QualityPath*® and the Find a Doctor website for health care cost transparency. In addition to contributing to the strategic planning process, she will also research, develop and deliver new products and services that support the mission of The Alliance.

Prior to joining The Alliance last December, Otto-McLeod was director of sales, product development and marketing communications at WEA Trust. Earlier positions include 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-McLeod has an executive master of business administration degree from UW-Madison and a bachelor’s degree in business administration from Cardinal Stritch University. She is a certified employee benefits specialist (CEBS) and licensed in health and life insurance.

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-McLeod is available here:

http://www.the-alliance.org/uploadedImages/Press_Room/Press_Release/Katherine_Otto_4x6_print.jpg