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KUNFERMAN JOINS THE ALLIANCE AS PROVIDER RELATIONS MANAGER

MADISON, WIS., September 3, 2013 – Debora Kunferman has joined The Alliance®, an employer-owned, not-for-profit cooperative of over 180 members.

As provider relations manager, Debora will be based in Eau Claire, Wis. to help develop a provider network in northern and central Wisconsin. Her role will include meeting with providers to negotiate contracts and create organizational objectives.

Debora has significant experience in health care and provider relations, including recently serving as clinic director at Merrick Plastic & Hand Surgery in Eau Claire, Wis. In that role she spearheaded a system migration program, re-negotiated insurance contracts and designed a marketing and expansion strategic plan for new service areas. Earlier, she served as the CEO of Cumberland Memorial Hospital and Extended Care Unit in Cumberland, Wis.

Debora has both a bachelor's and master's degree in business administration from the University of Wisconsin-Eau Claire. She has served on the Kiwanis-Cumberland board as well as the Children's Service Society of Wisconsin-Eau Claire and is involved in the United Way of Eau Claire campaign.

"We are more than thrilled to welcome Debora to our team," said Heather Oliva, Alliance director of provider relations. "She brings a great deal of market experience and pre-established relationships that will be invaluable to the expansion of our cooperative."

More than a provider network, The Alliance moves health care forward by controlling costs, improving quality and engaging individuals in their health. Members of the employer-owned, not-for-profit cooperative provide coverage to more than 80,000 individuals in Wisconsin, Illinois and Iowa. The Alliance uses its purchasing power as a cooperative 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 Debora Kunferman is available here:

http://www.the-alliance.org/uploadedImages/Press_Room/Press_Release/Deb_Kunferman_4x5_color.jpg