

## **Coalition America Announces Addition of Mollie Gordon Brown as Chief Strategy Officer**

**Atlanta, GA, September 10, 2007...**Coalition America, Inc. (CAI) announces the addition of Mollie Gordon Brown as chief strategy officer who will lead the deployment efforts of CAI's new key initiatives under development, and oversee CAI's continuous new product development initiatives.

Brown comes to CAI with over twenty-seven years of experience in the healthcare industry having held management roles in various locations throughout the country in both the payor and provider communities, including management positions with Blue Cross Blue Shield of Florida and Massachusetts. Most recently, Brown served as president of Ceres Health Care and senior vice president of Central Reserve Life Insurance Company, both subsidiaries of Ceres Group, Inc. During her tenure with Ceres, she held positions of increasing responsibility in provider networks, claim operations, and medical and pharmacy benefits management. Brown holds a B.S. degree from the Medical College of Virginia/Virginia Commonwealth University.

"We are very excited about the addition of Mollie to our senior management team. Mollie is a proven healthcare executive. Having her on our team is a tremendous asset to CAI, and more importantly to our clients, as we continue to deploy healthcare cost containment solutions designed to impact our client's medical loss ratios," said Sean Smith, chairman and CEO for Coalition America, Inc.

## **About CAI**

Coalition America, Inc. (CAI) is a market leader providing a comprehensive solution to managing healthcare costs. CAI has developed a seamless process for integrating Carrier Level Cost Containment including fraud detection services, claim editing, Carrier PPO access, chronic disease and utilization management services, and out-of-network/non-participating provider cost control services. This integrated approach to cost containment has a greater impact on the overall management of benefits costs and will help to control the annual rate of increase in healthcare spending. The Atlanta-based healthcare savings company directly services over 250 clients representing more than 12,000 businesses nationwide. CAI has saved its clients over \$1 billion since inception.

For more information about Coalition America please visit [www.coalitionamerica.com](http://www.coalitionamerica.com) or contact Libby Roper, director of marketing and public relations at 404-459-7201, ext. 5265 or [libbyroper@coalitionamerica.com](mailto:libbyroper@coalitionamerica.com).

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