

# HEALTHCARE INDUSTRY TODAY



## Integrity Health Names Lisa Getzfrid as New COO

Integrity Health today announced Lisa Getzfrid will serve as the company's new Chief Operating Officer. Ms. Getzfrid will manage the innovative, Princeton, New Jersey-based health benefits management firm's internal operations.

“**Lisa's hands-on operational experience and strong management background in healthcare, insurance, and managed-care industries will be very helpful to us as we expand. This is an exciting time for Integrity Health, as our team grows and we continue to deliver customized, patient-centered, cost-effective health programs built on the wisdom of coordinated care.**”

*Doug Forrester, Chairman & CEO of Integrity Health*

Getzfrid was previously the President and Founder of Innova, Inc., a healthcare and insurance consulting firm that helped businesses identify and develop new services for revenue opportunities that would fulfill the company's existing mission.

Her other experience includes serving as Senior Vice President of AmeriHealth Mercy Family of Companies and Corporate Director of Risk Finance, Claims-Litigation, and Workers' Compensation at Bon Secours Health System Incorporated. Getzfrid holds a BS, MPH, and MA from the University of Michigan.

"Integrity Health's focus on lower costs through better health appealed to me greatly," said Getzfrid. "I am very happy to be joining a company that is on the cutting edge of healthcare, such as delivering on-site, high-quality coordinated primary care that can produce 15 percent cost savings for plans and reduce medical and prescription cost trends by half."

Wednesday, August 24, 2011



### About Integrity Health

Integrity Health, LLC is an employee benefits management company specializing in the design and operation of customized, self-funded employer health plans. The Integrity Health program was designed specifically for employers and employees who desire to control healthcare costs without sacrificing benefits coverage. Its purpose is to enable plan sponsors and their members – from schools, towns, counties, public authorities, hospital systems and Taft-Hartley funds – to realize the financial and program benefits that come with control over their own health plans. Integrity Health's motto is "Lower Costs Through Better Health" and its focus is to ensure that all the various components of a health benefits program operate together to realize this philosophy.

[www.integrityhealth.com](http://www.integrityhealth.com)