



**Neighborhood
Health Plan™**

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FOR IMMEDIATE RELEASE

Neighborhood Health Plan Names New Chief Strategy, Marketing Officer
Tim Walsh to Lead Efforts to Promote Member-Centric Approaches

January 18, 2018 (SOMERVILLE, MA) – Neighborhood Health Plan (NHP) today announced it has promoted Tim Walsh to be the company's Chief Strategy and Marketing Officer, responsible for building on recent successes that have established NHP as one of the fastest growing commercial health plans in Massachusetts, with a 55 percent increase in large group membership over the past three years alone.

In this role, Walsh will be responsible for leading NHP's corporate strategy, brand development, marketing and public relations, market research and intelligence, business development, and product strategy.

Walsh will also oversee customer experience and ensure that the organization builds on recent first-to-market commercial products and services, such as proactive performance guarantees.

In addition, Walsh leads NHP's marketing strategy for its new MassHealth Accountable Care Organization, called My Care Family, with Greater Lawrence Family Health Center and Lawrence General Hospital that will serve MassHealth members in Merrimack Valley, one of the most economically challenged regions of the state.

"I am excited by this opportunity to use my marketing and business strategy background to collaborate with my colleagues to optimize our strengths and achieve the company's commitment to deliver better options than the status quo," said Walsh.

Walsh will report directly to President and CEO David Segal. "Tim Walsh has already demonstrated his value by helping NHP ensure that we remain a listening organization that uses customer feedback to develop products that meet or exceed customer expectations," said Segal. "We are confident Tim will successfully leverage NHP's affiliation with Partners HealthCare to offer market innovations that integrate the strengths of our unique payer-provider relationship."

In tandem with NHP's Executive Team and his counterparts at Partners HealthCare, Walsh will oversee the collection and application of market data used in the development of corporate strategies and the achievement of long-term business objectives focused on customer experience, growing NHP's commercial business, and preserving the company's longstanding commitment to the MassHealth program.

Walsh has nearly 30 years of experience in the health care industry, specializing in the development of market strategies based on market data and extensive knowledge of the industry. Prior to his promotion, Walsh had been NHP's Director of Strategy and Market Analytics since 2015. In that role, he contributed to the company's long-term business planning, as well as the development and promotion of NHP's unique products and services.

About NHP

Neighborhood Health Plan ([NHP](#)) is an NCQA-accredited, not-for-profit health plan that provides coverage to over 380,000 commercial and MassHealth members. For more than 25 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high-quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP's service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.