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**FOR IMMEDIATE RELEASE**

**NEIGHBORHOOD HEALTH PLAN PROMOTES PATRICIA RICH TO NEWLY-CREATED POSITION OF  
VICE PRESIDENT OF SALES**

**Move reflects continued growth in commercial market**

**November 13, 2015 (BOSTON)** — In support of its increased growth within the commercial insurance market, Neighborhood Health Plan (NHP) has created the new position of Vice President of Sales and has promoted Patricia (Patty) Rich, Director of Commercial Sales, to the role. Ms. Rich played an instrumental role during the time of the company's expansion in this area, in which it nearly doubled its commercial membership, making NHP one of the fastest growing commercial plans in Massachusetts.

"The promotion of Patty to VP of Sales is further evidence to the market that NHP is a health plan dedicated to the growth of our commercial business through a continued commitment to our value proposition — offering easy to use, affordable products with access to a world-class network of providers," said David Segal, President and CEO of Neighborhood Health Plan.

Over the last three years, Rich has created a vision and strategy for commercial sales at NHP, advocating for key investments that enable NHP to be best positioned in the marketplace, and executing on a multi-channel sales strategy that has contributed to NHP's position as the 4th largest fully-insured commercial health plan in Massachusetts.

"Patty has developed crucial relationships with brokers and key leaders of businesses across the state, elevated our sales force for success, and continues to collaborate across the organization on behalf of our customers and broker partners," said Katie Catlender, NHP's Chief Customer Officer, a senior leadership position unique to NHP that oversees the Sales department and all other customer-facing areas of the organization.

Commercial membership at NHP is up 40 percent in 2015 and now represents a third of its total business. Founded in 1986 with a commitment to promote health equity for members within diverse communities, NHP has gained traction in the

commercial insurance market by maintaining its affordability while developing products and services that deliver an exceptional experience for members. Its affiliation with Partners HealthCare gives NHP members the added advantage of access to a high-quality network of providers.

Patricia Rich has more than 20 years of experience in the health insurance market. Prior to joining NHP in 2012, Ms. Rich was Vice President of Sales and Marketing at HSA Insurance (formerly Massachusetts Business Association) in Braintree, MA, where she also held a variety of leadership positions. Ms. Rich has extensive experience with the broker community, having worked with several hundred brokers throughout New England.

### **About Neighborhood Health Plan**

Neighborhood Health Plan ([NHP](#)) is an NCQA-accredited, not-for-profit health plan that provides coverage to over 400,000 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.