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Health Plan Association CEO Returns to Operations Role

Sacramento, CA – California Association of Health Plans (CAHP) President and CEO, Steve Tough, will be leaving CAHP in late January 2005. New to the trade association and policy world, Tough has lead CAHP for nearly two year and has been instrumental in advancing operations, forging new relationships and gaining visibility for CAHP. Tough is leaving CAHP to lead west coast operations for Maximus, a company which offers program management, consulting and systems services and support for government agencies of all size.

With more than 30 years of experience in health care operations and management, Tough has decided to return to his roots. Prior to joining CAHP, he was a consultant on health care business strategies for organizations in all areas of the health care arena. Before opening his consulting business, he spent nearly 20 years at Foundation Health Corporation where he served as Division President and Chief Operating Officer.

CAHP Board Chair, David Helwig states, “Although we are sad to see Steve leave, we appreciate the work he has done to strengthen our position and to lead us through these trying times in California’s health care market. While he will be missed at the association, he worked closely with our Board and membership to ensure that we are facing a strong future for the industry and our association and we will continue to build on the many relationships that he helped to build and strengthen.”

The CAHP Board is immediately beginning a search for a new CEO. Tough will assist in the initial search for his replacement during this time of transition. Once Tough departs in late January, Bill Wehrle, CAHP VP of Legal & Regulatory Affairs, will oversee daily operations until a new CEO is named.

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Established in March 1985, The California Association of Health Plans is a statewide trade association representing 33 Knox-Keene licensed health plans that provide health coverage to more than 21 million Californians. The Association's mission is to improve the health of California's communities by promoting the growth of health plans dedicated to providing high quality, affordable, accessible health care to their members.