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Health Plan Association Names New Vice President of Communications

Sacramento, CA –The California Association of Health Plans (CAHP) has named Nicole Kasabian Evans as the new vice president of communications for the statewide trade association. In this new role, Ms. Kasabian Evans will be responsible for developing a comprehensive communications program that promotes the value of health plans in improving health care affordability, quality and coverage. CAHP represents 40 member health plans operating in California.

“Ms. Kasabian Evans’ breadth of experience in communications, participation in the California policy, regulatory and legislative processes, and deep understanding of California health care issues will help us greatly in our efforts,” said CAHP President and CEO Christopher Ohman. “She will serve as a clear voice for our industry.”

Ms. Kasabian Evans comes to CAHP with more than 13 years of experience in the communications field. Currently, she is associate secretary of external affairs for the California Health and Human Services Agency, one of the largest state health and human services agency in the U.S. As communications director for the agency, Ms. Kasabian Evans is a member of Governor Arnold Schwarzenegger's communications team, responsible for the development and implementation of the Agency's strategic communications program, press relations for the Agency and its 11 departments, addressing such issues as health care reform, and overseeing paid media and marketing campaigns for the Agency. Prior to joining the Schwarzenegger Administration, Ms. Kasabian Evans was communications director for First 5 California, director’s liaison for California Department of Food and Agriculture, and account supervisor for The Rogers Group (formerly Rogers and Associates), a Los Angeles-based public relations agency.

"This an exciting time as the state's businesses, government, and health care industry work to improve access to and affordability of vital health care services," said Ms. Kasabian Evans. "I am looking forward to being a part of this debate as a member of the CAHP team."

Ms. Kasabian Evans was awarded a Bachelor of Arts degree in Journalism from California State University of Fresno.

Ms. Kasabian Evans will begin her work at CAHP on January 29, 2007.

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The California Association of Health Plans is a statewide trade association representing 40 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.