



Contact: Cindy Ernst  
510-208-1740  
[cernst@iha.org](mailto:cernst@iha.org)

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FOR IMMEDIATE RELEASE

**INTEGRATED HEALTHCARE ASSOCIATION NAMES PAUL SWENSON TO BOARD**

WALNUT CREEK, CA – The Integrated Healthcare Association (IHA), a statewide leadership group active in health care policy and managed care issues, announces the appointment of **Paul Swenson**, executive vice president and chief financial officer for Blue Shield of California, to its Board of Directors. Swenson replaces **Bruce Bodaken**, who was recently named chairman and CEO as well as president of the not-for-profit health plan.

Swenson joined Blue Shield of California in 1998 as chief executive of the Northern Region. He was named chief financial officer in December 1999. From 1989 to 1998 he served in a number of California-based general management roles for Aetna U.S. Healthcare. His experience includes management of sales, marketing, provider relations, medical management, claims, and member services for numerous managed care and related insurance product lines. Prior to joining Aetna U.S. Healthcare, Swenson worked in the health care consulting practices of Amherst Associates and Ernst and Young. He received his B.A. from Duke University and an MBA in Finance from the UC Berkeley.

*IHA ([www.iha.org](http://www.iha.org)) is a statewide leadership group of health plans, physician groups, and health care systems, plus at large academic, purchaser, consumer, and pharmaceutical industry representatives, committed to policy development, public dialogue, and special projects associated with the continuing evolution of managed health care.*