



Washington  
Healthcare Forum

FOR IMMEDIATE RELEASE

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(SEATTLE) – July 31, 2008 –The Washington Healthcare Forum, a statewide coalition of physicians, hospitals, health plans, and employers founded in 1999 to improve the health care system, has appointed Abbi Kaplan as its first executive director, according to Don Brennan, Forum chair.

“The challenges facing our health care system today are serious ones,” says Brennan. “Kaplan’s leadership will enable us to focus our efforts on innovative private market and public policy solutions.”

“Our current course is not sustainable,” says Kaplan. “The members of the Forum have the combined know-how to help solve the intertwined problems of affordability, access and value.”

The Forum’s initial work focused on simplifying administrative processes between providers and health plans and by creating a single way to sign on to local healthcare sites and online services for healthcare professionals. That work continues today under the management of OneHealthPort, a separate organization that was created by the Forum.

Kaplan has worked as a consultant with the Forum for the past six years. She has operated a public affairs and communications practice for the past 11 years, specializing in health care. Prior to that, Kaplan served as a vice president of the Rockey Company, and was public relations director at Swedish Hospital and Medical Center.

Members of the Forum include:

- Association of Washington Business
- Association of Washington Healthcare Plans
- Everett Clinic
- First Choice Health
- Group Health Cooperative
- Inland Northwest Health Services
- MultiCare Health System
- Premera Blue Cross
- Providence Health & Services
- Regence BlueShield
- Swedish Health Services
- Virginia Mason
- Washington State Hospital Association
- Washington State Medical Association