

# George T. DeVries III

Chairman, CEO, Co-founder



George DeVries co-founded American Specialty Health (ASH) in 1987 with only a few thousand dollars, working from a second bedroom in his condominium. His goal was to develop non-traditional health care programs and integrate them with traditional medical benefit plans offered by plan sponsors, insurance companies, and health plans.

Over the years, George has guided ASH's growth to become the largest specialty health plan, insurer, and network administrator nationally for complementary and alternative health care. During this process, ASH achieved a variety of industry firsts, including creating the first specialty health plan for chiropractic, the first specialty health plan for acupuncture, the first national insurer for complementary and alternative medicine, and receiving the first national accreditation for a specialty complementary/alternative health insurer, network, and/or health plan organization.

After the company achieved these milestones, George personally guided the innovation process which has transformed ASH into one of the nation's leading health and wellness organizations—providing a broad array of health programs including lifestyle health coaching, online wellness portals, incentive programs, worksite wellness programs, and fitness and exercise programs, as well as its original complementary/alternative health care programs.

George has guided the growth of ASH since it began in 1987. ASH has grown the number of eligible members it serves every year since its founding. All of its growth in terms of membership, revenues, and products has been organic. ASH has now grown to more than \$145 million in annual revenues, more than 15.6 million members, and more than 700 employees. In 2009, ASH was named to the Inc. 5,000 list of Fastest Growing Private Companies in America.

Considered an early expert in the integration of complementary and alternative health care into third-party reimbursement, George was appointed by President Clinton in 2000 to serve on the White House Commission on Complementary and Alternative Medicine Policy. He has testified before various congressional and legislative committees and has published articles on complementary/alternative health care and health improvement in numerous trade publications. He is also a frequent guest speaker on health care topics for various organizations.

Key honors bestowed on George include:

- *San Diego Business Journal* Health Care Champion in 2008
- America's Health Insurance Plans (AHIP) Innovators Award in 2004
- Ernst & Young National Entrepreneur of the Year for Health Sciences in 2000
- San Diego Entrepreneur of the Year for Health Sciences in 1997
- 21<sup>st</sup> Century National Leadership Award from Impact Urban America

As an innovator in corporate health and wellness, ASH was twice named a Best Employer for Healthy Lifestyles Gold Winner by the National Business Group on Health and was named one of Americas 15 Fittest Companies by *Men's Fitness* magazine. ASH has also won two consecutive Silver Fit Business awards from the California Taskforce on Youth and Workplace Wellness.

George has also focused on developing an exceptional management team and work environment for his employees. In 2006, ASH was named one of the Best Places to Work in San Diego by both *San Diego Magazine* and the *San Diego Business Journal*. In 2009, ASH was again named a Best Place to Work in San Diego by the *San Diego Business Journal*. In 2008, ASH was named one of the 100 best places nationally to work in health care by *Modern Healthcare*.

George was named an Outstanding Alumnus of the University of California—San Diego (UCSD), where he received his Bachelor of Arts degree. He is also a graduate of the Culver Academies in Culver Indiana and currently sits on its Board of Trustees.

# Robert P. White

## President, Chief Operations Officer



Robert (Bob) White brings more than 20 years of diverse experience and leadership in the California health care industry to American Specialty Health (ASH). His background includes several years of involvement in international health care business ventures and HMO start-ups outside of California.

Prior to joining ASH in 2001, Bob was executive vice president and chief operations officer of Health Net, one of California's largest HMOs. In this capacity, he was responsible for Health Net's day-to-day commercial operations, Medicare and medical product lines, information services, and human resources. Additionally, Bob oversaw the merger integration activities of Health Net and Foundation Health, and he supported efforts to obtain a three-year National Committee for Quality Assurance accreditation for the new firm.

Prior to joining Health Net, Bob was president and chief executive officer of CareAmerica Health Plans, where he was responsible for the growth and profitability of all CareAmerica companies, including CareAmerica's HMO, Life Insurance Company, CareAmerica Michigan, and CareAmerica

Compensation. In his eight years with the organization, he had also served as senior vice president and general manager of CareAmerica's Medicare Services Division, as well as vice president of administration.

Previously, Bob was executive vice president and COO of Health Visions, where he was responsible for the formation and leadership of two fully licensed start-up managed care companies in Nevada and Texas.

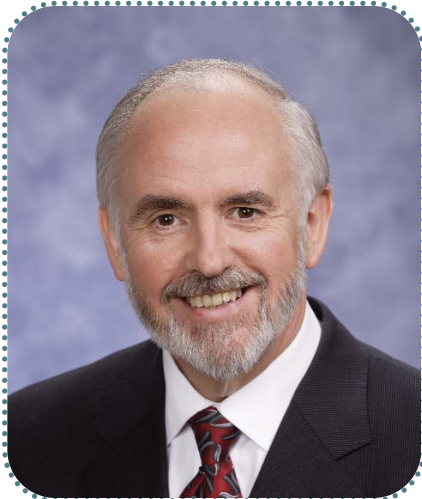
Bob began his health care career in 1974 at Blue Cross of California, where he served for more than 13 years in a number of management positions.

Bob has also served as member of the board of the California Association of Health Plans and currently serves on the board of directors for the American Association of Preferred Provider Organizations.

Bob earned a bachelor's degree in business administration from California State University–Northridge as well as an MBA from Pepperdine University. He has a Fellow, Life Management Institute designation.

# Robert Crocker, MD

## Chief Medical Officer, Executive Vice President



Dr. Robert Crocker joined American Specialty Health (ASH) as its chief medical officer in 2006 and is responsible for the development of the company's medical management programs and products, as well as oversight of ASH's clinical service operations. Dr. Crocker also manages peer committees, clinical technology assessment processes, and medical protocols supporting ASH wellness subsidiary Healthyroads, Inc.

Dr. Crocker came to ASH following a distinguished career in private practice and national medical director for both UNICARE/Cost Care and WellPoint Health Networks. He also previously served as chief of staff at River Oaks Hospital in Jackson, Mississippi, and as a part-time clinical instructor in the University of Mississippi's family medicine program.

Dr. Crocker is a fellow of the American Academy of Family Practice and has held leadership positions in many industry organizations, including America's Health Insurance Plans (AHIP) and the American Association of Preferred Provider Organizations (AAPPO). In addition, he has served on the board of directors of URAC since 2001 and was chairman of the board from 2006 to 2008.

Dr. Crocker holds a bachelor of science degree in chemistry from Mississippi College in Clinton, Mississippi, and he later graduated from the University of Mississippi School of Medicine (Jackson, Mississippi). He successfully completed his residency in family medicine at the University of Tennessee in Chattanooga, and is board certified. Dr. Crocker completed the Associate Fellowship in Integrative Medicine at the University of Arizona in 2007.

# R. Douglas Metz, DC

## Chief Health Services Officer, Executive Vice President



As chief health services officer and executive vice president at American Specialty Health (ASH), Dr. Douglas Metz oversees the clinical aspects of the organization, including health services, research, clinical care management, and clinical quality management.

Since joining ASH in 1994, Dr. Metz has played a critical role in implementing the national standards of the National Committee for Quality Assurance (NCQA) and URAC. He led the company to URAC accreditation as well as delegated status with over 50 NCQA-accredited health plans. Dr. Metz was elected to the URAC board of directors in October 2004 and also serves as the chairman of its URAC Standards Committee.

Prior to joining ASH, Dr. Metz served as medical director of health services operations for Aetna Health Plans, Middletown, CT. While there, he was responsible for the oversight of chiropractic policy and programs for Aetna's indemnity programs, PPOs, HMOs, and point-of-service plans, and managed workers' compensation nationally.

Dr. Metz has an extensive background in many aspects of chiropractic managed care, including clinical guideline development, utilization management, quality management, credentialing, and network strategy.

Dr. Metz graduated from the National College of Chiropractic, Lombard, Ill., where he received a bachelor of science degree in biology and a doctor of chiropractic degree.

Dr. Metz is a member of several professional organizations, including the American Chiropractic Association, the California Chiropractic Association, the American Back Society, the American Public Health Association, and the Foundation for Chiropractic Education and Research. He is also a member of several patient advocacy organizations, including the Acoustic Neuroma Association and the National Brain Tumor Foundation.

Dr. Metz' articles on chiropractic managed care and community health education have appeared in many professional and community publications, including: *Archives of Internal Medicine* (2004); *Journal of Occupational & Environmental Medicine* (2004); *Topics in Clinical Chiropractic* (2000); and *Advances in Chiropractic*, Vol. 3 (1996). He frequently lectures on chiropractic managed care.

# Kevin Kujawa

Chief Information Officer, Executive Vice President



Kevin Kujawa has more than 20 years of information technology experience, ranging from computer programming to his current position as chief information officer and executive vice president of information technology. He has nearly 20 years of experience in the managed care environment.

Kevin joined American Specialty Health (ASH) in 1995. Since then, he has been responsible for the company's application and Web site development, systems administration, telecommunications, data analysis and reporting, and Electronic Data Interchange (EDI).

Prior to joining ASH, Kevin spent two years with Prudential Healthcare Systems and three years with Aetna Health Plans.

Kevin earned a bachelor of science degree in computer sciences from Northern Illinois University (DeKalb, Illinois) and an MBA from the University of Nevada–Las Vegas, with an emphasis in information systems. While at UNLV, Kevin received a Conrad Hilton Scholarship and earned distinction as a member of the Phi Kappa Phi Honor Society.

# Pamela Lauper

Chief Sales Officer, Executive Vice President



As chief sales officer at American Specialty Health (ASH), Pamela Lauper directs all sales-related activities of the company, including sales planning, forecasting and budgeting activities, client/customer/broker relationships, product promotion, positioning, market channel development, commission/incentive program development and customer retention strategies. Pamela also leads ASH's teams for health plan and employer group sales.

Prior to joining ASH in 2007, Pamela was vice president of strategic and California national accounts at Kaiser Permanente. She was responsible for driving revenue and membership growth in this \$5 billion business segment. She oversaw all activities related to account management, including forecasting and budgeting, client retention, and strategic positioning. She was also responsible for driving enterprise initiatives both internally and externally to maximize the company's market position in California.

Pamela was regional vice president for Uniprise Strategic Solutions prior to joining Kaiser. In this role, she was responsible for directing the activities of sales executives in new business development and consultant development in the West and South Atlantic regions for the Fortune 500 market segment. She was also national vice president of account management for UnitedHealthcare's Major Accounts Segment.

Prior to UnitedHealth Group, Pamela was with CIGNA Healthcare for 20 years, where she held various sales and account management positions within the company.

Pamela earned a bachelor of science degree from Tampa College (Tampa, Florida). She has completed a number of professional development programs and served as the President of the Northern California International Society of Certified Employee Benefits (CEBS) in 1999.

# Julie Jennings

Chief Wellness Operations Officer, Executive Vice President



Julie Jennings brings to American Specialty Health (ASH) over 20 years of extensive management experience in the managed health care industry. Julie's areas of expertise include company start-ups, business planning, operations, human and organizational development, information systems, and quality improvement systems.

As ASH's chief wellness operations officer, Julie is responsible for operational oversight and performance of ASH's wellness and fitness programs, including the company's wellness subsidiary Healthyroads.

Prior to transitioning to her role in Healthyroads, Julie was responsible for oversight of the complementary health care and fitness program operations, including administrative transactional functions, such as claims, customer service, Internet support, group services, membership, appeals and grievances, credentialing, clinical services management administration, business analysis, and performance management.

Prior to joining ASH, Julie was co-founder of 2C Solutions, a managed health care consulting firm. At 2C Solutions, she provided a variety of diverse services for clients, including interim management, operational assessments, performance measurement systems, organizational and infrastructure development, facilitation and implementation of collaborative solutions, and other strategic and operational initiatives.

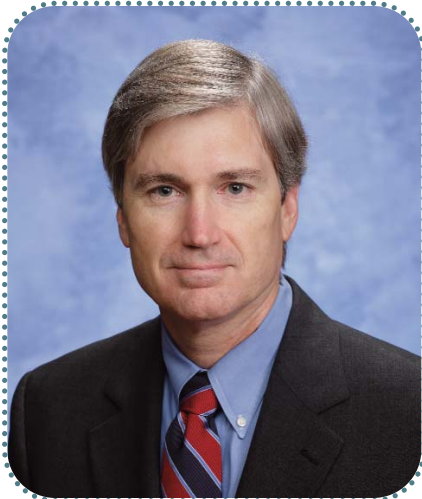
Before founding of 2C Solutions, Julie served as Health Net's vice president/consultant of e-commerce development. She also coordinated the formation of emphiSOURCE, an organization designed to establish electronic connectivity between health plans and health care providers in California.

Julie served as vice president of group operations for CareAmerica Health Plans, where her responsibilities included member services, claims, membership enrollment, appeals, and service quality improvement. She also previously served as associate vice president of business planning and operations at PPO Alliance.

Julie earned a bachelor of arts degree in management from the University of the Redlands and an executive MBA from Pepperdine University.

# William M. Comer, Jr., CPA

## Chief Financial Officer, Executive Vice President



William (Bill) M. Comer, Jr. brings over 26 years of accounting, finance, and general management experience in both publicly-held and privately-owned companies to American Specialty Health (“ASH”). As chief financial officer, Bill is responsible for the management and oversight of all financial matters for ASH.

Prior to joining ASH in September 2008, Bill was vice president, audit and corporate compliance officer for Valeant Pharmaceuticals International (“Valeant”), a publicly-held pharmaceuticals company based in Aliso Viejo, CA. In this role, he was responsible on a global basis for managing Valeant’s internal audits, assuring compliance with Sarbanes-Oxley Section 404 (“SOx 404”) internal controls requirements, monitoring and reporting on financial and non-financial regulatory compliance matters, promoting ethical standards, and performing special investigations. Bill also formerly served as CFO of Valeant’s publicly-held research and development subsidiary, where he managed its accounting and financial operations, implemented SOx 404, participated in the initial implementation of several multi-million dollar global clinical trials, and started and managed a distributions company in Southeast Asia.

Bill has worked as CFO for several companies in the health care services industry, with a significant concentration on provider management organizations, including, among others, Premier Practice Management (PPM), Inc., which was a national physician practice management company based in San Diego, CA, and Presbyterian Healthcare Associates Corporation, a physician-hospital organization based in Charlotte, North Carolina.

Bill spent eight years with two of the original Big 8 accounting firms. He earned a bachelor of arts degree in political science from Wofford College in Spartanburg, South Carolina and a bachelor of science degree in accounting from the University of South Carolina. He is a Certified Public Accountant (CPA) and a Fellow in the Healthcare Financial Management Association.