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## **Coalition America hires Earl Geho for key operational role**

**Atlanta, GA, March 19th, 2004 ...** Coalition America, Inc. (CAI) is pleased to announce it has hired Earl Geho as Manager of Operations and Provider Development.

“I am very excited about the addition of Earl to our team. His strong background in network operations, provider contracting and negotiations will enable CAI to further enhance services to its clients, while also identifying new opportunities for savings,” said Tina Ellex, COO for Coalition America, Inc.

Mr. Geho comes to CAI with 25 years successful healthcare experience including network management and provider relations. He has held key roles and management responsibilities with leading organizations including One Health Plan of GA, Pacificare of TX and BCBS of Tennessee. Mr. Geho has developed and managed networks for HMO, PPO and point of service (POS) products, in addition to Medicare and Medicaid programs.

### **About CAI**

Coalition America, Inc. (CAI) is the leader in medical claim savings utilizing proprietary technology, PPOs (preferred provider organizations) and negotiations to deliver significant discounts on group health and workers' compensation medical bills. Clients interface with CAI through HIPAA compliant EDI (electronic data interchange) or the Internet to reprice in-network and out-of-network medical claims. CAI generates significant savings through the integration of Primary PPOs, Wrap PPOs, Supplemental PPOs, and direct provider negotiations.

The Atlanta-based healthcare savings company directly services over three hundred clients representing 12,000 businesses nationwide, offering a one-stop solution for discounting medical bills while reducing administrative costs through technology. CAI has saved its clients over 600 million dollars since its inception in 1995.

For more information about Coalition America please visit [www.coalitionamerica.com](http://www.coalitionamerica.com) or contact Libby Roper, Director of Marketing and Public Relations at 404-459-7201, ext. 5265 or [libbyroper@coalitionamerica.com](mailto:libbyroper@coalitionamerica.com)