



Richard O'Connor Named Vice President for Marketing at Harvard Pilgrim Health Care

Wellesley - Richard C. O'Connor, a senior marketing leader with deep experience in business to business product marketing and direct-to-consumer strategies, has been named Vice President of Marketing at Harvard Pilgrim Health Care.

Most recently, O'Connor served as Senior Vice President and Chief Marketing Officer for Telcare, Inc., of Concord, MA. He has also served as Chief Marketing Officer for the Caremark division of CVS Health in Woonsocket, RI and Vice President of Product Marketing at Aetna Inc., of Hartford, CT.

A graduate of Tufts University, O'Connor holds an MBA from Babson Graduate School of Business. He is a resident of Avon, Connecticut.

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About Harvard Pilgrim Health Care

Harvard Pilgrim is a not-for-profit health services company that, along with its subsidiaries, is improving the well-being of its 2.7 million customers. Harvard Pilgrim's flagship health plans in New England provide health coverage to 1.3 million members, while another 1.4 million individuals are served through Health Plans, Inc., a subsidiary that provides integrated care management, health coaching and plan administration solutions to self-funded employers nationwide. Founded in 1969, Harvard Pilgrim has built its reputation on innovation and collaboration with a goal of lowering health care costs, improving care and enhancing the overall member experience. It is known for its excellent clinical programs, customer service, health improvement strategies and innovative tools that offer consumers greater transparency and empower them to make better decisions about their health care. Harvard Pilgrim is home to the Harvard Pilgrim Health Care Institute, a unique collaboration with Harvard Medical School. As Harvard Medical School's Department of Population Medicine, the Institute is the only appointing department of a U.S. medical school housed within a health plan. Funded primarily through external government and private sources, it provides critical information to all levels of our health care system on issues affecting population health and health care delivery. Harvard Pilgrim is

consistently among America's highest-rated health plans according to an annual ranking of the nation's best health plans by the National Committee for Quality Assurance (NCQA)*.

*Harvard Pilgrim Health Care is currently rated 5 out of 5 for its private HMO/POS and PPO plans and Harvard Pilgrim Health Care of New England is currently rated 4.5 out of 5 for its private HMO/POS plans in NCQA's Private Health Insurance Plan Ratings 2015-16. NCQA's Private Health Insurance Plan Rankings, 2011-15, HMO/POS/PPO.