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**FOR IMMEDIATE RELEASE**  
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## **HEALTH PLAN OF SAN JOAQUIN (HPSJ) APPOINTS NEW DIRECTOR OF MARKETING**

(French Camp, CA) – Health Plan of San Joaquin (HPSJ) has announced that Jennifer Medina has been appointed director of marketing. Medina oversees creative and marketing services, outreach, enrollment and member engagement efforts, and digital media for the public health plan serving San Joaquin and Stanislaus County Medi-Cal recipients. She previously was HPSJ’s marketing communications manager.

Medina, who started with HPSJ in 1998, is now heading a major initiative focused on the organization’s customer-centric brand. “Health Plan of San Joaquin has a long-standing commitment to our local communities. I bring a deep understanding of our community needs and lead our marketing team with new and traditional strategies that continue to yield measurable results.” She said, “HPSJ’s membership is now at 315,000 – a third of that growth since the Affordable Care Act implementation in January 2014. We now are the top Medi-Cal managed care provider for Stanislaus and San Joaquin counties.”

Focusing on quality as it expands to meet the health care needs of Central Valley families, in June 2015, HPSJ became one of only 11 health plans in California with an NCQA\* accreditation for a managed care Medi-Cal plan. Medina said, “We believe we’re part of a growing community-based, managed care movement that presents a way to serve Central Valley families now and in the years to come.”

“Over her 17 years at HPSJ, Jennifer has had key roles in customer service, project management, and marketing, and she has a strong working knowledge in all these operational areas, as well as a consistent and strong commitment to the communities throughout our service area,” said HPSJ Vice President for External Affairs David Hurst.

He said, “As HPSJ has grown, we have committed to growing in the ways we tell our story and connect with our communities. The Central Valley is one of the most diverse populations in the

(more)

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U.S. But, connecting with these communities is not automatic. This makes one of her key marketing projects even more essential. For one example, Jennifer has assembled a group of local brand champions from throughout HPSJ who reflect the Valley's diversity and are committed to representing our community-based brand with healthcare customers throughout our service area."

Medina is a lifelong local resident who, with her husband Daniel, is raising two daughters in Stockton. A third daughter is now serving in Japan with the US Armed Forces. A self-described softball mom, she has supported many local nonprofits throughout her HPSJ career. A particular focus of her volunteer efforts continues to be local agencies focusing on literacy and low-wage working families.

HPSJ, a not-for-profit health plan, has been serving members and the community since 1996. Located in the heart of California's multicultural Central Valley, HPSJ is the leading Medi-Cal Managed Care provider in San Joaquin and Stanislaus counties. HPSJ offers a broad network of providers and works closely with physicians to develop programs and services to ensure quality health care for over 300,000 members. With a staff of close to 300 employees in multiple regional sites, HPSJ strives to improve healthcare delivery for underserved families and individuals.

\*The National Committee for Quality Assurance (NCQA) in June 2015 awarded HPSJ a Three-Year Health Plan Accreditation for its Medicaid/HMO line of business (Medicaid is known as Medi-Cal in California). The NCQA award recognizes HPSJ as "ACCREDITED for service and clinical quality that meet or exceed NCQA's rigorous requirements for consumer protection and quality improvement."



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**Photo:** Jennifer Medina, HPSJ Marketing Director (photo credit: HPSJ, August 2015)

Download at: [http://www.hpsj.com/wp-content/uploads/2015/08/Jen\\_Medina-high.zip](http://www.hpsj.com/wp-content/uploads/2015/08/Jen_Medina-high.zip)

**NCQA Accreditation Seal:** Formats available at –

[http://www.hpsj.com/wp-content/uploads/2015/06/NCQA\\_accreditation\\_seal\\_HPSJ\\_June.17.2015.zip](http://www.hpsj.com/wp-content/uploads/2015/06/NCQA_accreditation_seal_HPSJ_June.17.2015.zip)

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