

FOR IMMEDIATE RELEASE:

The CHP Group Increases Executive Team

Beaverton, Oregon – January 6, 2010 – The CHP Group (CHP) has added two executives in the past four months as the largest regional complementary and alternative medicine (CAM) network provider continues to expand.

“CHP has been a leader in the CAM segment of healthcare for over twenty years in the Northwest, and 2010 is lining up to be another exciting year of growth”, says CEO Pam Marchand. “Our strength in Oregon has helped us to gain visibility and credibility with CAM providers in several regional states. With these additions to our executive team, we are now well-positioned for nimble development in these markets”.

Hired in October as Vice President Technology, Don Mason brings his expertise in IT administration, platform architecture strategy, and technology resource management. Don is a proven executive with broad technical depth he has developed throughout his 25 years of IT experience in addition to his recent healthcare executive position with Willamette Dental, <http://www.linkedin.com/in/donwmason>

Hired in December as Director of Marketing, Ty Phillippay is an experienced health insurance sales and marketing leader. Most recently holding positions with ODS Companies in Alaska and Oregon, he also serves as the president-elect for the Oregon Chapter of the National Association of Health Underwriters (NAHU). <http://www.linkedin.com/pub/tyler-phillippay/8/2b4/409>

CAM solutions are growing in prevalence as a complementary component of standard health insurance benefit packages, employer-designed group insurance plans, traditional medical treatment plans, and throughout the delivery system as a whole. CHP provides a network of credentialed CAM providers and administrative expertise in this increasingly relevant area. Target states for CHP’s growth currently include Washington, Alaska, Idaho, Utah, and Montana.

“We believe the current system-wide growth in the importance of CAM is just the tip of the iceberg. It is being driven from the bottom up by individuals who are turning to cost-effective and non-invasive healthcare solutions and we are helping to connect them with a top-shelf practitioner. This increasing grassroots interest in CAM is allowing us to grow rapidly” says Marchand.

Contact:

Ty Phillippay

typhillippay@chpgroup.com

6600 SW 105th Avenue, Suite 115

Beaverton, Oregon

800-449-9479 x112

About The CHP Group

Since 1989 The CHP Group has been a complementary and alternative health care partner to health plans, employers, and providers. Based in Beaverton, Ore., the company designs, implements and manages flexible, cost-effective CAM products and programs with a level of clinical knowledge and business expertise that creates seamless access to high quality, effective, and affordable care. The CHP Group’s growing network of fully credentialed CAM providers include: chiropractors, acupuncturists, naturopathic physicians, and massage therapists. For more information: <http://chpgroup.com>.

###