



**American Hospital
Association®**

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MANAGED CARE EXECUTIVE JOINS AHA'S POLICY TEAM

WASHINGTON (October 7, 2013) – The American Hospital Association (AHA) today named Jeffrey A. Goldman vice president for coverage policy for the national association representing America's hospitals.

In this newly created position, Goldman will provide leadership and strategic direction on matters related to the new insurance marketplaces, Medicaid expansion and redesign, and other health care coverage and private insurance issues affecting hospitals and health systems.

“Jeff’s deep understanding of both health plans and providers will be a tremendous asset,” said AHA Senior Vice President for Public Policy Analysis and Development Linda Fishman. “His years of experience at Kaiser Permanente will enhance our service to hospitals and health systems in the post-ACA health reform era.”

Since 1989, Goldman has served in various progressive leadership roles at Kaiser Permanente. Most recently, he served as vice president for strategic planning and performance for Kaiser Permanente Mid-Atlantic States Region. In this role, he directed strategy and business development activities for one of the largest commercial and Medicare health plans in the Maryland, Virginia and Washington, D.C. area.

Prior to this, Goldman was executive director of government programs, responsible for overall leadership of Medicare, Medicaid, and FEHBP lines of business for Kaiser Permanente Mid-Atlantic States Region. During his tenure, he also spent two years in a national role with Kaiser Permanente as executive director of national product management, where he developed national practices for newly launched products.

Goldman earned a bachelor's degree in business administration from the State University of New York at Buffalo, a master's degree in business administration from Northeastern University and a master of arts in writing from The Johns Hopkins University. He lives in Maryland with his wife and two children, and is active in his local community.

About the AHA

The AHA is a not-for-profit association of health care provider organizations that are committed to health improvement in their communities. The AHA is the national advocate for its members, which include nearly 5,000 hospitals, health care systems, networks and other providers of care. Founded in 1898, AHA provides education for health care leaders and is a source of information on health care issues and trends.

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