



PRESS RELEASE
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CONTACT:
Andy Gotlieb
Bellevue Communications Group
215-893-4299
agotlieb@bellevuepr.com

**AmeriHealth New Jersey CEO details the importance of
employee health as it relates to corporate fiscal health**

Judith L. Roman details the perils of obesity, smoking and chronic disease and suggests ideas employers can implement in the workplace to encourage a healthy lifestyle

HADDONFIELD, N.J. — AmeriHealth New Jersey President and CEO Judith L. Roman on Wednesday told a Greater Philadelphia Senior Executive Group (GSPEG) networking reception that a three-headed health monster of obesity, smoking and chronic disease not only threatens employers, but their own corporate bottom lines.

“There has never been a more compelling or crucial time for this message than right now,” said Roman, whose topic was “The Case for Wellness: Why Employee Health Matters to Your Bottom Line.” “My hope is that it helps employers take an active role in their employees' health.”

Roman spoke to a group of senior executives who gathered at Tavistock Country Club in Tavistock, New Jersey, to learn ways to maintain and improve their bottom line. Investing in the human capital is important in a time when most companies are looking to cut costs while sustaining or expanding business. Unhealthy workers place a great burden on productivity and contribute to soaring healthcare costs.

According to the federal Department of Labor, health care spending rose 9 percent – to \$2.4 trillion – in 2008. That was more than twice the consumer inflation rate of 3.8 percent. In addition, the Dartmouth Atlas reports that New Jersey has the highest spending in the nation at \$59,379 per patient on chronically ill Medicare patients in the last sixth months of life.

“Clearly, this escalation cannot remain unabated,” Roman said. “While the solution will need to comprise many component parts, lowering costs through improved wellness can - and should - be a vital part of that solution.”

Roman joined AmeriHealth New Jersey as vice president, provider relations in 2004, responsible for contracting with the plan's statewide medical delivery system. Prior to joining AmeriHealth New Jersey, Roman held vice president positions at Flagship Healthcare Management and Empire Blue Cross Blue Shield, in New York City and at Oxford Health Plans in New Jersey.

Roman serves as Vice Chair of the Chamber of Commerce Southern New Jersey. She is a member of the Board of Directors of Special Olympics New Jersey.

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GPSEG Networking reception

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About GPSEG

GPSEG is a non-profit professional association of senior-level executives committed to the exchange of business contacts and ideas in a spirit of generous giving, and to the fostering of career fulfillment, business development, and professional and personal growth. Its purpose is to provide meaningful senior-level networking contacts to its members; support its members who are in career transition; share knowledge, best practices, and resources; educate members on topics of interest to their professional and career development; and develop cooperative programs with other professional organizations in the region.

GPSEG Event and Membership Information:

Maureen Waddington

215-393-3144

215-893-4872 fax

Maureen.waddington@comcast.net