



***FOR IMMEDIATE RELEASE***

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**DERNOVSEK JOINS THE ALLIANCE AS MARKETING COMMUNICATIONS MANAGER**

MADISON, WIS., JANUARY 24, 2013 – Darla Dernovsek has joined The Alliance®, an employer-owned, not-for-profit cooperative of 190 members. As marketing communications manager, Darla will be responsible for managing and developing communication strategies as well as marketing plans to help fulfill The Alliance mission by raising market awareness. She will act as the senior copywriter and manage both the Web & Design Specialist and the Marketing Communications Coordinator.

Darla brings more than 25 years’ experience in communications, public relations and marketing. Since 1992, Darla has owned her own freelance marketing and writing business and has been involved in marketing consulting and writing for health-care related entities and credit union organizations. Prior to that, Darla was the director of public relations for Rockford Memorial Hospital and city editor for the Beloit Daily News.

“We are pleased to have Darla join us at The Alliance,” says Teri Van Tassel, Alliance vice president of marketing & member services. “She brings a great deal of experience, knowledge and contacts in the communications field that will help develop new and innovative ways to serve our cooperative members.”

More than a provider network, The Alliance moves health care forward by controlling costs, improving quality, and engaging individuals in their health. An employer-owned, not-for-profit cooperative, The Alliance’s 190 members provide coverage to more than 80,000 individuals in Wisconsin, Illinois and Iowa. They use the purchasing power of cooperative members to negotiate with and provide access to an extensive network of doctors and hospitals paid to improve quality by performing better not doing more.

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A hi-res professional photo of Darla Dernovsek is available here:

[http://the-alliance.org/uploadedImages/Press\\_Room/Press\\_Release/Darla\\_Dernovsek\\_018\\_print\\_4x5.jpg](http://the-alliance.org/uploadedImages/Press_Room/Press_Release/Darla_Dernovsek_018_print_4x5.jpg)