



***FOR IMMEDIATE RELEASE***

**Contact:**

Teri Van Tassel, Vice President, Marketing & Product Innovation  
608.210.6633

E-mail: [tvantassel@the-alliance.org](mailto:tvantassel@the-alliance.org)  
[www.the-alliance.org/press](http://www.the-alliance.org/press)

**MIKE KRACH JOINS THE ALLIANCE AS BUSINESS DEVELOPMENT MANAGER**

MADISON, WIS., April 2, 2018 –Mike Krach has joined The Alliance® as business development manager. The Alliance is an employer-owned not-for-profit cooperative of more than 240 self-funded employers and not-for-profit insurance trusts.

In this role, Krach will be responsible for bringing new employer members into The Alliance by managing the distribution channel and through direct sales efforts.

Krach comes to The Alliance from Valley Health Services in Davenport, Iowa where he was the chief operations officer and senior vice president of sales and marketing. In this role, he developed and led the execution of business development, sales and marketing strategies to support the growth of the areas health plans. Earlier he served as the vice president of business development for Hutchinson Regional Medical Center in Hutchinson, Kansas.

Krach holds his MBA from St. Ambrose University, Davenport, Iowa and a masters in counseling from Drake University in Des Moines, Iowa. He received her bachelor’s degree at the University of Wisconsin – Stevens Point.

“Mike’s background of more than 30 years in the health care industry is a true gift to The Alliance. With his previous experience and sales, marketing and operations as well as knowledge of the self-funding sales cycle he will be a great asset.” said Melina Kambitsi, vice president of business development and member services at The Alliance. “We are eager to have him join our team.”

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

###