



Asuris Northwest Health News Release

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Brady Cass Promoted to President of Asuris Northwest Health

SPOKANE – Asuris Northwest Health’s Director of Eastern Washington Operations has a new title, and it’s President of the Spokane-based health insurer.

Brady Cass joined the company in June of 2005 as Manager of New Sales and Renewals for Asuris and the four Regence BlueShield eastern Washington service counties. He was named Director of Eastern Washington Operations in June of 2007.

As president, Cass is responsible for the day-to-day operations of Asuris, which insures more than 60,000 people in 14 eastern Washington counties. He’s also in charge of the company’s bidding process, as well as consumer and Medicare sales for Regence and Asuris statewide.

“Brady’s promotion reaffirms our commitment to the eastern Washington counties we serve as Asuris Northwest Health,” said Jonathan Hensley, president of Regence BlueShield, the parent company of Asuris. “The experience, knowledge and commitment to community Brady brings to the position will enable us to continue to be a leading health insurer in eastern Washington.”

Cass has more than 20 years of employee benefits experience. His background includes several key leadership positions in sales, customer service and health plan operations with QualMed Washington Health Plan. Prior to joining Asuris, he was the Vice President of Sales for Marsh USA in Spokane.

An active member of the Spokane community, Cass is the chair elect for the Inland Northwest Chapter of the American Red Cross and the vice chair of the Inland Northwest Chapter of the Juvenile Diabetes Research Foundation (JDRF). He previously served as the chair of the board of Directors of PrimeSource Credit Union. He’s also past president of the Holy Family Hospital Foundation and is a member of Spokane’s Rotary 21 club. Additionally, he has served on a community advisory task force for the Mead School District.

Cass is frequent public speaker at area schools, charitable functions and industry events focusing on health care, children's issues and embracing organizational change.

A lifetime resident of Washington state, Cass was a clown with the Wenatchee Youth Circus and is an alumnus of Eastern Washington University. He holds both a Managed Healthcare Professional (MHP) and Registered Health Underwriter (RHU) designations from the American College. He lives in Spokane with his wife and three children.

About Asuris Northwest Health

Asuris Northwest Health offers a full range of health care coverage options, including dental coverage, for eastern Washington employers and individuals. We also offer Medicare supplemental plans and Medicare Part D prescription drug coverage, and provide member access to more than 20,000 health care providers. Asuris is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit www.asuris.com or www.twitter.com/AsurisNWHealth. Asuris Northwest Health, a nonprofit health plan, is a subsidiary of Regence BlueShield, a leading health plan in Washington.

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