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Anthem Blue Cross and Blue Shield in Wisconsin
Delta Dental of Wisconsin, Inc.
Humana, Inc.
Managed Health Services Insurance Corp.
Molina Healthcare of Wisconsin
Physicians Plus Insurance Corporation
UnitedHealthcare of Wisconsin
WEA Insurance Corporation
WPS Health Insurance

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Alliance of Health Insurers, U.A. Announce 2013 Management and Public Affairs Team

The Alliance of Health Insurers, U.A. (AHI) is pleased to announce their management and government affairs team for 2013. AHI is a nonprofit health insurance trade association, created in 2012 to provide effective reforms and ensure affordable coverage remains within reach for businesses, families and individuals.

The Alliance of Health Insurers, U.A., has selected Rebecca Larson as the new Executive Director for the organization. Larson has more than 17 years of experience working with local, state and Federal elected officials in positions both in and out of the state capitol. Prior to joining AHI, Rebecca worked as Manager of Government Affairs for Xcel Energy, a multi state energy Company. In that role, Larson directed the public affairs, strategic planning, policy development, grassroots, political communications and lobbying for the organization. Larson received her undergraduate degree in political science and public administration from U.W. La Crosse and her MBA from the U.W. Milwaukee Executive MBA program.

AHI has also selected James Buchen of Buchen Public Affairs to provide public affairs services including policy development, strategy development, lobbying, issue advocacy, political consulting and communications. Prior to starting his consulting firm, Buchen managed government relations, communications and public relations, at Wisconsin Manufactures and Commerce for 26 years. He played a key role in enhancing WMC's stature and influence over the years by assembling and directing a team of government relations professionals and improving the business climate in Wisconsin. Buchen received both his undergraduate and law degrees from U.W. Madison.

“I’m honored to be joining AHI and look forward to working with policymakers and other Industry groups in advocating for essential and effective industry regulations, said Larson. My past experience working in a heavily regulated Industry should prove beneficial in this effort. I’m also delighted to be working with James Buchen, one of the most respected and experienced professionals in the public affairs arena.”

The Alliance was formed in 2012 to advocate for essential and effective industry regulations that serve to foster innovation, eliminate waste and protect Wisconsin health care consumers. Current members of AHI are: Anthem Blue Crosse and Blue Shield in Wisconsin; Delta Dental of Wisconsin, Inc; Humana, Inc.; Managed Health Services Insurance Corporation.; Molina Health Care; of Wisconsin Physicians Plus Insurance Corporation; United Health Care of Wisconsin.; WEA Insurance Corporation; WPS Health Insurance.

“Larson and Buchen will be an excellent team to move AHI forward and assist its members in advocating for commonsense solutions and policies that work to strengthen the health of the entire state, said WPS President and CEO and AHI Board President, Mike Hamerlik. Collectively these two individuals have over 40 years experience in public and government affairs and have considerable experience working with policy makers and advocating for pro consumer regulations at both the state and Federal level. This experience will be essential as the Industry continues to prepare for reforms in the health care arena and implementation of the Patient Protection and Affordable Care Act.”

AHI membership is open to companies authorized to write health, dental or vision insurance, which are organized or licensed under various chapters of Wisconsin law. Companies interested in applying for membership or obtaining more information regarding the Alliance are encouraged to contact Rebecca Larson at 608-628-2667 or via email at rebeccalarson56@gmail.com.

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