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For Immediate Release!

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ATRIO Health Plans Names Victor Fresolone President and CEO

ROSEBURG—The Board of Directors of ATRIO Health Plans, one of Oregon’s fastest growing corporations in the health care industry, and based in Roseburg, is pleased to announce that Victor Fresolone has agreed to serve as president and chief executive officer of the Medicare Advantage Plan.

Fresolone, 60, is not a newcomer to ATRIO or Roseburg. He came out of retirement briefly in 2007 to serve as ATRIO’s interim chief executive while an executive search was underway. This past January, the CEO position opened up and again Fresolone stepped up on an interim basis. This time around, the Board successfully persuaded Fresolone to officially take the reins of the organization because of his management and health care expertise. For ten years, Fresolone was president and CEO at Mercy Medical Center in Roseburg before retiring in 2007. As a result of his leadership, Mercy received the Distinguished Hospital Award for Clinical Excellence three consecutive years (2005-2007).

“We needed a chief executive officer who knew how to manage a rapidly growing organization, who understood the health care industry and who cared about quality customer service. Vic Fresolone brought those qualities, and is committed to helping ATRIO reach seniors looking for an alternative to traditional Medicare,” said Dave Gilbert, ATRIO’s Board chairman.

“Being asked to lead ATRIO is exciting since Medicare Advantages Programs are the fastest growing segment of health care in the USA today,” said Fresolone. “Being a baby-boomer myself, it is great to know there are plans like ATRIO available.”

Fresolone said “ATRIO offers Medicare Advantage Plans that are affordable, comprehensive and reliable. With ATRIO owned and managed by physicians, plan members have access to a vast network of quality physicians.”

Before arriving at Roseburg’s Mercy Medical Center, Fresolone was president of a managed care company, the Health Network America, which provided coverage to 120,000 individuals in 12 states. Previously, he held senior management positions at healthcare systems and hospitals in New Jersey.

Fresolone earned a Baccalaureate Degree in Business Administration from Seton Hall University in South Orange, New Jersey and a Masters Degree in Hospital Management from Saint Louis University in St. Louis, Missouri.

He is a member of the Roseburg Rotary Club, and a Fellow of the American College of Health Care Executives.