



FOR IMMEDIATE RELEASE
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Contact: Jacquelyn Jans
(661) 332-6025

Kern Health Systems hires new Chief Medical Officer

Bakersfield, CA: Kern Health Systems is happy to announce the hiring of their new Chief Medical Officer: Dr. Martha E. Tasinga. Dr. Tasinga has relocated from Los Angeles where she most recently worked for Care 1st Health Plan as the Medical Director for the California Coordinated Care Initiative (CCI). Dr. Tasinga's professional credentials include Board Certification in Family Practice. In addition, Dr. Tasinga holds a Master's Degree in both Public Health and Business Administration. She has extensive leadership experience including serving as Medical Director for multiple health care organizations throughout the Southern California region.

Dr. Tasinga's professional qualifications and work experience align well with her duties as Chief Medical Officer (CMO). In this capacity, she will oversee medical management, case management, disease management, quality assurance, health education and pharmacy management. In addition, she will represent Kern Health Systems on all health care delivery matters involving Kern Health Systems extensive provider network.

Dr. Tasinga will report directly to the CEO, Doug Hayward, who stated, "We are fortunate to have Dr. Tasinga as our new Chief Medical Officer". Mr. Hayward went on to say, "She is a seasoned health plan executive whose experience and leadership will help to ensure members receive timely access to clinical services of the highest quality".

For more information, please contact: Jacque Jans at (661) 332-6025.

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