



**For Immediate Release**

## **The Health Plan Appoints Ken “Buck” Bryan as Chief Information Officer**

**WHEELING, WEST VIRGINIA**—October 12, 2020— The Health Plan, a health maintenance organization focused on improving the health and well-being of its members, announces the appointment of Ken “Buck” Bryan as chief information officer. Bryan will set and lead the technology strategy for The Health Plan, collaborating with the executive team to shape tech policies and processes. He will serve on the Executive Management Team and report directly to Jeff Knight, President/COO.

A 30-year veteran in business and information technology (IT), Bryan’s extensive experience in IT strategy and project management delivers world-class technology systems, operations and services that enable corporate growth, customer support and facilitation of business transformations.

“A team player and motivator, Buck will be a great addition to our team. He will focus on growing our technology-enhanced, customer-focused platform so our members can continue to experience programs that improve their health,” said Jeff Knight, President/COO, The Health Plan.

Bryan served as North American Vice President of IT for two United Kingdom-based organizations, Shire Pharmaceuticals and FirstGroup. As owner of Husker Consulting, Inc., Bryan provided guidance to small and mid-size businesses looking to maximize their value and flexibility within their IT departments. As senior consultant and business analyst for Corus360, Bryan designed and built the business case for implementing RPA into the corporate A/P process for Gulfstream Aerospace in Savannah, GA, saving them over \$4M in the first 3 years.

Bryan attended Indiana University-Purdue University Indianapolis and has an AAS in data processing from Sinclair Community College.

### About The Health Plan

As one of the largest locally managed care organizations in West Virginia, The Health Plan has a 40-year history of community and charitable giving. From sponsorship of local youth-focused asthma and diabetes camps to college scholarship programs and sponsorships of dozens of community events throughout the region, The Health Plan

strives to make a positive and healthy impact throughout the geographic regions that we serve.

The Health Plan ([healthplan.org](http://healthplan.org)) is a clinically-driven, technology-enhanced, and customer-focused health maintenance organization that manages and improves the health and well-being of its members. Established in 1979, the West Virginia-based company, with offices in Wheeling, Charleston and Morgantown, West Virginia and Massillon, Ohio has offered a complete line of managed care products and services designed to provide health care systems and clients with innovative health care benefits and plans at a reasonable cost across the mid-Atlantic region and nationally.

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The Health Plan