



FOR IMMEDIATE RELEASE

**CareMore, Aspire Name Catherine Campbell to Lead Care Delivery Organization**  
*Veteran healthcare leader boasts impressive growth record with  
Medicare and Medicaid business*

CERRITOS, CA (Nov. 16, 2021) – CareMore and Aspire Health have named Catherine Campbell as president of its businesses, which focus on prevention and highly-coordinated care for Medicare, Medicaid and Commercial patients. Serving more than 160,000 patients across the country, CareMore and Aspire manage complex and chronic disease across settings, including outpatient clinics, skilled nursing and assisted living facilities, hospitals and at home both in-person and virtually.

“Cathy has deep expertise in government programs, provider/clinic management and consumer-centric strategies and execution,” said Pete Haytaian, president of Anthem’s Diversified Business Group and IngenioRx. “She’s a versatile and talented leader with a proven track record in developing strong relationships with stakeholders and driving cross-functional collaboration and partnership to accomplish core objectives and meet critical deadlines in a fast-paced, high-growth, and demanding environment. We’re excited to welcome her back to Anthem.”

“I look forward to helping CareMore and Aspire become lifetime, trusted health partners to the vulnerable patients we have the privilege to serve,” Campbell said. “We have a talented team and are well-positioned to deliver programs across multiple care settings, ensuring continuum of care, and ultimately improve whole health outcomes.”

Campbell was previously at Anthem from 2010-2012 as vice president of strategy, planning and business development. Most recently, she served as principal of CBC Advisers, providing advisory and consulting services to several national healthcare startups with solutions for Medicare and Medicaid managed care programs, particularly focused on solutions for vulnerable populations. She previously led the Medicare business for Molina Healthcare, and worked in government programs for Blue Shield of California.

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**About CareMore Health**

CareMore Health is an integrated care delivery system that harnesses the power of teamwork to treat the whole person. Through a focus on prevention and highly coordinated care, its clinical model and designed-for-purpose approach to managing chronic disease proactively

addresses the medical, social and personal health needs of its patients, resulting in clinical outcomes above the national average and ultimately, healthier people and communities. Over the past nine years, CareMore has expanded from one state to ten. And today, the CareMore delivery system provides care for enrollees in Medicare Advantage and Medicaid health plans in Arizona, California, Connecticut, Iowa, Nevada, North Carolina, Tennessee, Texas, Virginia, and Washington, DC. To learn more about CareMore, go to [www.caremore.com](http://www.caremore.com) and follow us on Twitter and Facebook @caremorehealth.

### **About Aspire Health**

As the nation's largest home-based palliative care provider, Aspire Health delivers in-home, non-hospice, community-based palliative care to patients in the final stages of life. Aspire partners with health plans and physicians who share its vision of providing comprehensive, collaborative medical care to offer relief from the symptoms, pain and stress of serious illness. Founded in 2013, Aspire programs significantly reduce the risk of hospitalization while achieving greater patient and caregiver satisfaction for Medicaid, Medicare and Commercial plans. To learn more about Aspire, go to [www.aspirehealthcare.com](http://www.aspirehealthcare.com)

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