

LifeWise appoints new VP of sales and marketing

by Bend Weekly News Sources

LifeWise Health Plan of Oregon named David Lechner as the company's new Vice President of Sales & Marketing. Lechner will direct the Oregon group sales activities.

Lechner adds a broad range of experience in the health-care industry to the existing statewide sales force. Most recently, Lechner led sales efforts at CIGNA HealthCare in Richmond, Virginia, and previously directed national sales at Anthem Blue Cross & Blue Shield in Cleveland, Ohio.

"David's broad industry knowledge and management expertise are a great complement to our company," said Majd El-Azma, LifeWise President and Chief Executive Officer. "We look forward to the creative energy he will bring to our mission to provide our members with peace of mind about their health-care coverage."

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LifeWise Health Plan of Oregon is a member of a family of companies with operations in Portland and Bend, Oregon; Mountlake Terrace and Spokane, Washington; Anchorage, Alaska; and Scottsdale and Tucson, Arizona. LifeWise and its affiliates employ about 3,000 people and provide health-care coverage and related services to 1.5 million members and their families.

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