

NEWS RELEASE

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FOR IMMEDIATE RELEASE

New leader joins Geisinger from UCLA Health System in Los Angeles

Geisinger Health System names David T. Feinberg, M.D., President and Chief Executive Officer

DANVILLE, Pa. – The Geisinger Health System Foundation Board of Directors announced today the appointment of David T. Feinberg, M.D., M.B.A., as the organization’s new president and chief executive officer, effective May 1, 2015.

Dr. Feinberg, who is succeeding Glenn Steele, Jr., M.D., Ph.D., will become only the sixth chief executive officer in Geisinger’s 100-year history. He currently serves as president of the University of California at Los Angeles (UCLA) Health System; chief executive officer, UCLA Hospital System; and Associate Vice Chancellor, UCLA Health Sciences in California. During his tenure he has consistently focused on high quality clinical standards for patient care, safety and satisfaction, and the UCLA Health System hospitals have regularly ranked among the best in the United States by U.S. News and World Report.

“We are extremely pleased to have David Feinberg join the Geisinger family as our new president and CEO,” said Board Chairman William Alexander. “Dr. Feinberg has a proven record of achievement, and we are confident that he will do an excellent job leading Geisinger into our second century of service.”

“I am honored to become part of the Geisinger family,” said Dr. Feinberg. “I have always been impressed with Geisinger’s commitment to doing what is right and best for its patients and members, as well as its many contributions to improving care and reforming our nation’s health care system. It is important to me to not only continue, but also expand Geisinger’s work in patient care, research, education, innovation and community service, and I look forward to continuing Geisinger’s trajectory of achievement upward.”

Named to the 50 Most Influential Physician Executives and Leaders by Modern Healthcare, Feinberg has had a long, successful career at UCLA. In addition to his president, CEO and associate vice chancellor roles, he has also served as vice chair for clinical affairs, Department of Psychiatry and Behavioral Sciences; Medical Director, Resnick Neuropsychiatric Hospital at UCLA; medical director, UCLA Neuropsychiatric & Behavioral Health Sciences; medical director

of managed care/outpatient services, medical director/adolescent partial hospitalization program, founder and director of child and adolescent consultation, diagnosis and brief treatment program and director, training for child and adolescent fellow substance abuse rotation, UCLA Neuropsychiatric Institute and Hospital.

Triple-board certified by the American Board of Psychiatry and Neurology in child, adolescent and addiction psychiatry, Feinberg earned his undergraduate degree at the University of California, Berkeley, and graduated with distinction from the University of Health Sciences/Chicago Medical School. He completed an internship in pediatrics at Loyola University Medical Center, as well as residency and fellowship training in psychiatry and child psychiatry at the UCLA School of Medicine, and earned a Masters of Business Administration from Pepperdine University.

His numerous awards and recognitions include the Cancro Academic Leadership Award from the American Academy of Child & Adolescent Psychiatry; Medical Center CEO of the Year, Healthcare Leadership Award by The Los Angeles Business Journal; Leadership, Vision and Commitment Honoree by the National Health Foundation; Distinguished Fellow of the American Psychiatric Association; Outstanding Physician of the Year at the UCLA Neuropsychiatric Institute and Hospital; Outstanding Physician of the Year by the Southern California Psychiatric Society; and member of the Alpha Omega Alpha Medical Honor Society. The author of numerous articles and chapters, he is a leading speaker on attention deficit and hyperactivity disorder, autism, pediatric bipolar disorder, pediatric depression, adolescent substance abuse and the industrialization of medicine.

During its first century of service, and particularly over the last 15 years under Dr. Steele's leadership, Geisinger has expanded into a national model of health care that is widely cited by industry leaders, Congress and the White House for its innovative approaches to enhancing quality and value.

"Leading Geisinger has been the pinnacle of my professional career, and I am proud of all that the Geisinger family has accomplished during my time here," said Dr. Steele. "It has been my extraordinary privilege to lead the organization from a highly respected regional provider to a nationally recognized system. I wish Dr. Feinberg well as he continues to build upon Geisinger's unique position, history and track record of success well into the future, and I will do all I can to help him transition to his new position."

Dr. Steele will continue as Chairman of xG Health Solutions, an independently operated venture based in Columbia, Maryland, that helps health care organizations across the country create value and improve quality.

Geisinger Health System is widely recognized for its vertically integrated, physician-led structure, long history as a leader in the implementation and use of the electronic health record, and the development of innovative care models to enhance patient care. As one of the nation's largest rural health services organizations, Geisinger serves more than three million

residents throughout 48 counties in central, south-central and northeast Pennsylvania. A major driver of the Pennsylvania economy, Geisinger is comprised of approximately 23,500 employees including a 1,200-member multi-specialty group practice, nine hospital campuses, two research centers and a 467,000-member health plan, all of which leverage an estimated \$7.7 billion positive impact on the Pennsylvania economy.

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