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PBGH Announces Expansion of Executive Leadership Team
James C. Franklin Named President

San Francisco, Calif. (January 13, 2006) – The Pacific Business Group on Health (PBGH) today announced James C. Franklin, Ph.D., has been named president in an expansion of its executive leadership to increase the business coalition's collective purchasing clout.

PBGH CEO Peter Lee lauded the hiring and noted Franklin's deep understanding of employers' health care priorities and his long-term contribution to the direction of PBGH.

"Jim has been directly responsible for benefits and compensation for a large employer. He knows firsthand the challenges faced by large employers to strategically provide high quality health benefits to their employees," said Lee. "For more than a decade, Jim has been involved with PBGH's vision to deliver value for purchasers. His addition allows PBGH to expand its influence at a critical juncture in employer-driven health care reform."

Franklin will be responsible for oversight of PBGH's quality improvement programs, purchasing efforts and operations. Throughout his 11-year tenure in human resources at Stanford University, he held various roles on PBGH's Board including treasurer, executive committee member and negotiating alliance chair.

"I've been given a tremendous opportunity to be a part of PBGH's on-the-ground work to achieve quality care and cost efficiency," Franklin said. "I look forward to working directly with our members to create better health care options for large purchasers and for the millions of employees and dependents we collectively serve."

Franklin has more than 25 years of leadership experience in human resources, benefits and compensation. Most recently Franklin served as an independent consultant advising on benefit strategies and health care purchasing for universities and not-for-profit organizations. Franklin received his Ph.D. from Case Western Reserve University.

Pacific Business Group on Health (PBGH) is one of the nation's top business coalitions focused on health care. Their large purchaser members spend billions of dollars annually to provide health care coverage to more than 3 million employees, retirees and dependents. In addition, PBGH operates PacAdvantage, a small group purchasing pool providing health coverage to the employees of over 10,000 of California's small businesses. PBGH is a respected voice in the state and national dialogue on how to improve the quality and effectiveness of health care while moderating costs. For additional information, visit www.pbgh.org.

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