



2016  
2017

Commemorative  
Anniversary Report  
to Our Communities



## CEO message

As I reflect back on 2016, I can't help but do so with a touch of nostalgia. You see, 40 years ago, the seeds for SCAN were being planted. Although we mark 1977 as the year much of the formative work was done—that's when plans for the organization that would become SCAN were presented and finalized—the seniors in the community had made clear before then that they expected change.

Specifically, there were 12 seniors who took the lead and petitioned the City of Long Beach for assistance. But they weren't speaking just for themselves. They represented their loved ones and peers. In fact, they represented all of us who wish to remain independent and live on our own terms for as long as possible.

That's why, in the midst of our 40th "official" year of service, I'm so proud to say that our mission hasn't changed. We remain focused on keeping seniors healthy and independent. We remain committed to working with local, state and federal resources to make that happen. And we remain inspired by the past—while looking to the future.

There will continue to be changes and challenges in the healthcare industry and with Medicare, and we will continue to adapt, as we have throughout our history. There will also be opportunities to improve care and impact the lives of seniors and their caregivers that simply did not exist in the past, and we are excited by the possibilities ahead.

We began by working not just for seniors, but WITH seniors. As you look through this report, you will see how we continue to collaborate WITH seniors and others in the community to shape the future of care for all seniors.

Chris Wing  
Chief Executive Officer  
SCAN



**Mission** Keeping Seniors Healthy and Independent

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### What it Means to be WITH SCAN

Like most successful marketing campaigns, the concept for our 2016 marketing happened organically. When talking with employees and members about why they chose to work at or belong to SCAN, the answer consistently came down to connection. Employees feel personally connected to the mission, and members feel they have someone on their side. That's why the theme, **You don't have SCAN, you're WITH SCAN**, resonates so deeply.

# SCAN Health Plan

## 2016 HIGHLIGHTS:

Membership: **170,879**  
(November 2016)



Member Satisfaction: **88%**

## MID-YEAR UPDATE:

We added **26,000** members during our most successful AEP ever in the fall of 2016.

June 2017 membership:

**186,000**

## Medicare Questions Get Answered at Coffee Chats

*When do I need to sign up for Medicare—and how do I sign up? Can I keep my doctor when I go on Medicare? How much does Medicare cost?*

People about to turn 65 years old can have many questions about “going on Medicare.” To help answer their questions, in 2016 a specially trained team of SCAN Senior Advocates held informal and educational meetings at coffeehouses, doughnut shops and other local spots. In all, they met with hundreds of about-to-be-seniors at 35 “Coffee Chats” in four counties.

Senior Advocate John Downing knows from personal experience that navigating Medicare can be overwhelming. When he was about to celebrate his 65th birthday 10 years ago, John had to attend numerous health plan sales meetings so that he could piece together an understanding of his options and the decisions he needed to make. Now a Medicare veteran, John shares what he’s learned so others won’t have to go through what he did. He says seniors can come to the Coffee Chats to get answers to their questions about Medicare and learn about their options in a personal and informal setting “without any kind of a sales pitch.”



“We’re there to provide education, and to let them know they are not alone.”

– *John Downing*  
 SCAN Health Plan  
 Senior Advocate

Source: 2016 CAHPS Rating of Health Plan

4-Star rating applies to all plans offered by SCAN Health Plan except SCAN Healthy at Home (HMO SNP).



“ You may have saved my marriage. [My wife] was getting mighty tired of hearing, ‘What? What did you say?’ My previous hearing aids were very uncomfortable. My new ones are so comfortable I often forget I’m wearing them.”

**MID-YEAR UPDATE:**

Hearing aids dispensed:

**2,377**

Members served:

**1,268**

Average savings per member:

**\$3,800**

*(June 2017)*

**Benefit Enhancements Make for a Strong AEP**

We encourage our plan members to tell us how we can better meet their needs. And we consistently heard requests for relief from the high cost of prescription drugs and the unpredictable prices of hearing aids. When developing our 2017 benefits, we took these two requests to heart and were pleased to introduce these benefit improvements during AEP in the fall of 2016.

**Preferred pharmacy network**

Members now have the option to fill their prescriptions at Preferred pharmacies—retail pharmacies that have agreed to offer additional discounts—and, by doing so, save an average of \$3 to \$5 on many medications. Members who were loyal to a “Standard” (non-Preferred) pharmacy appreciated the fact that we kept their copays the same for 2017—no increase is also welcome news.

**Improved hearing aid benefit**

Our past years’ hearing aid benefit had members pay a percent of cost for their hearing aids, making it difficult to budget for these expensive items. In 2016, we worked to design a 2017 benefit that provides affordable, fixed-cost options on quality devices.

**Improving Patient and Provider Satisfaction**

Recognizing that, to many members, their experience at their doctor’s office is their experience with SCAN, we rolled out an Office Staff Training program in 2016 to help standardize service quality across our network. More than 500 staff members from 11 different provider groups took part. The training had four mix-and-match courses and, thanks to popular demand, more are in development. However, the first course we always start with is based on our Trading Ages senior sensitivity training.

This interactive program gives unique insight into the challenges seniors face and clearly resonates with program participants. Says one office manager, whose staff participated: “The feedback on the Trading Ages training has been fantastic. We’re better able to see the challenges seniors face now that we’ve had a chance to ‘walk’ in their shoes. We’re more compassionate when assisting seniors with filling out forms that might be difficult to see or may not be clear. It was also helpful to take a minute to think about how we present everything to our senior patients.”

“ We’re better able to see the challenges seniors face now that we’ve had a chance to ‘walk’ in their shoes.”



**MID-YEAR UPDATE:**

Number of staff: **1,325**

Provider groups: **16**

Courses offered: **10**

**Counties served:**

Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Joaquin, Ventura

*(June 2017)*





“ The 100+ Club members do not fit the stereotype of what it means to be 100 years old. Most of them are still active, engaged and really good-natured. They have had challenges in their lives but they have overcome them with a lot of grace. It is a joy to get to know them.”

– Lisbeth Roberts, SCAN Manager of Marketing Outreach



Grant celebrated his 101st birthday in 2016 with family and friends by his side. He told SCAN's birthday team his secret to living past 100: "Don't think about your age, just enjoy living life!"

### With Our 100+ Club, We Partied Like It Was 1916

We believe turning 100 is a milestone that should be celebrated. SCAN Senior Advocates began making 100th birthday visits in 2015, and in 2016 the program was expanded to include members who were already 100 and older. By the end of the year, advocates had delivered in-person birthday wishes to 60 members of SCAN's 100+ Club.

We so enjoy visiting with these members and celebrating their milestone birthdays. Many times we are joined by family and friends. Other times it is our honor and great pleasure to be the ones to spend time with them on their special day. During the visits, the SCAN team shows up with a cake, birthday wishes and a birthday serenade but, inevitably, they leave with much more: inspiration.



At 106, John is the most senior centenarian we've had the pleasure of visiting. Years of farming, square dancing and bicycling kept him fit and healthy and, while his mobility has become limited in recent years, he's still enjoying life.



### Member Services: New Name, Same Mission

The SCAN Member Services team has a new name. To more accurately reflect their role as champions for SCAN Health Plan members, in 2016 our Member Service Representatives—the

people at the front line of support for SCAN members—officially became Member Service Advocates. A change in job title may seem a minor thing, but we wanted to recognize the work they do every day. After all, these are the people members know they can turn to for answers, guidance and help when it comes to their healthcare.



### MID-YEAR UPDATE:

2017 ICMI Global Contact Center Awards: Best Medium Contact Center (runner-up)

2017 American Business Awards (Stevies) Health Products and Services Category:

- Gold for Customer Service Department of the Year
- Silver for Company of the Year



“ The goal is to provide seniors and caregivers in the area a full, robust safety net by partnering with other agencies and centers and filling the needs that exist.”

– Denise Likar, SCAN Vice President of Community Service

## SCAN: A Brief History

**We’ve told this story many times, but it’s the crux of who we are: founded by seniors, for seniors.**

As history tells it, 12 seniors took the lead in petitioning the City of Long Beach to improve access to the variety of services they and others needed to age in place.

And Long Beach responded. The City Council paid for a study by the Andrus Gerontology Center of USC. After many months of research that included discussions with providers, community organizations, the city and those 12 seniors, USC recommended creating a hub of senior care and social activity. The mayor and the Office of Senior Services became advocates for this new model that put seniors at the center, surrounded by a continuum of support services.

Local leaders agreed the organization’s original name, the Long Beach Geriatric Council, Inc., was too passive and didn’t reflect the energy behind the undertaking. The new system was introduced to the public in 1978 as the “Senior Care Action Network,” which was soon shortened to SCAN.

In the ensuing years, SCAN expanded its efforts beyond Long Beach, working first with county and state programs, then making the leap to the national stage in 1984, when we were one of just four organizations in the country selected for the Social Health Maintenance Organization (SHMO) demonstration project. The government paid SHMOs to provide home-based services not covered by regular Medicare to members at risk for being placed in a nursing facility. The SHMO is what really put SCAN Health Plan on the map, and we haven’t looked back.

Although the SHMO was discontinued in 2004, those years of providing personalized, in-home services and benefits to seniors continues to drive us. It informs our decisions and guides our direction. It’s why our health plan membership grows year over year. And it’s why we continue to grow our community services, expanding the reach of our mission beyond the health plan and into the many communities we now serve.



*Early planning meeting, 1977*





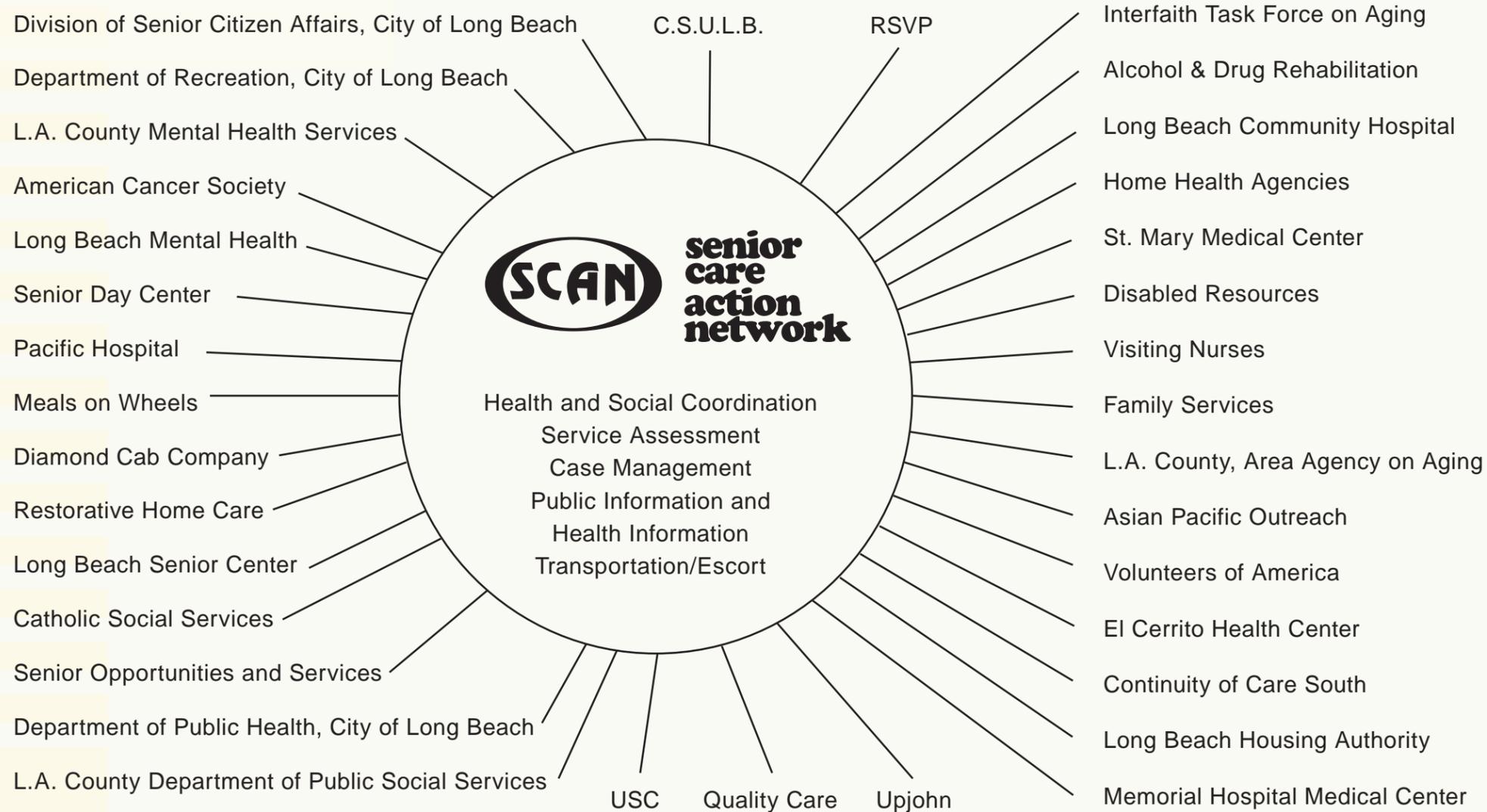
1977  
Original proposal

## Senior Care Action Network

One early SCAN document (April 1979) explained the innovative organization's approach. "SCAN's intent is not to duplicate or parallel any currently delivered social or health service, but rather to cut across a range of generic services and provide consolidation for the specific multiple needs of the geriatric participant." As a result, after almost a year of service, SCAN was "already regarded as one of the nation's finest community-based programs for senior citizens."

### SCHEMATIC OF SCAN'S NETWORK OF SERVICES

(as it appeared in 1979 materials)



"The seniors were the mainstay of the board because they were the most objective. They were the rudder, and I would lean on them to bring people back to objectivity."

Sam Ervin, SCAN's first CEO (1978 - 2002)

“

While SCAN was still in organizing stages, a state official said it "holds the promise of becoming a national blueprint for future senior services."

– Los Angeles Times  
August 12, 1979



#### SCAN Management Team

SCAN is at "the forefront of a rapidly changing healthcare delivery system for seniors."

– SCAN Health Plan report, 1987

“

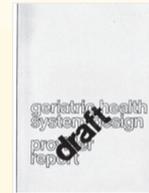
From the beginning, civic and community leaders endorsed SCAN's approach to senior healthcare, and federal and state agencies committed significant resources and financial support to the Health Plan."

– SCAN Health Plan report, 1987



SCAN was involved in the community, sponsoring social events and celebrating others who were serving local seniors.

# SCAN Milestones



**1977:** City of Long Beach contracts with the Andrus Gerontology Center at USC

**1978:** The Senior Care Action Network begins serving Long Beach seniors



**1979:** The State of California selects SCAN as one of eight sites for the Multipurpose Senior Services Program for disabled adults and frail seniors

**1980s:** SCAN serves seniors in Long Beach and the surrounding area



**1985:** Enrollment in the Social HMO begins: 720 members in Los Angeles County



**SCAN**  
HEALTH PLAN  
Quality Care  
Beyond Medicare

**1989:** SCAN Health Plan Logo

**1990:** SCAN has 70 employees



**1993:** SCAN experiments with a health clinic in a downtown Los Angeles housing facility, known as Angelus Plaza, serving a multi-ethnic population

**1996:** SCAN expands into Orange, Riverside and San Bernardino counties



**1996:** SCAN moves to new headquarters, adjacent to the Long Beach airport



**2001:** Featured in *USA Today*; headline "HMO Plan lets Elderly Stay Home"



**2003:** A new department, Independence at Home, is formed to provide a dedicated structure to support SCAN's community service efforts

"(The Health and Wellness Center) is a safe haven for us all. It's a place for a cup of coffee, a game, exercise, training and a hug when you really need one."



**2006:** The SCAN Health and Wellness Center opens in Ventura

**2007:** SCAN expands into San Diego County

**2007:** SCAN expands out of state to Arizona (but eventually leaves the state in 2015)



**2010:** SCAN expands into four counties in Northern California, becoming a statewide plan

**2012:** Two new SCAN Special Needs Programs are introduced: Heart First for heart patients and SCAN Balance for diabetics



**2016:** 26,000 new members enroll in SCAN during the company's best annual enrollment period to date



**2017:** Long Beach City Council honors SCAN for 40 years of dedicated service. Shown: Long Beach Vice Mayor Rex Richardson, SCAN CEO Chris Wing and Long Beach Councilwoman Stacy Mungo

1977



**1977:** 12 seniors take the lead



Sam Ervin, SCAN's first CEO (1978 – 2002)



SCAN's offices are on the first floor of St. Mary Medical Center in downtown Long Beach



**1984:** SCAN becomes a Social HMO, one of only four in the country

**1988:** Government extends SHMOs, the first of five extensions



**1989:** Early ad in *California Senior Citizen*

1990

**1992:** The first year SCAN employees participate in company-sponsored Thanksgiving meal delivery



100 meals are delivered in 1992; 2,500 are planned for 2017

1995



**1999:** The first SCAN TV commercial airs



The SHMO generates national attention

2000



**2002:** SCAN takes in the Faith in Action volunteer organization (renamed Volunteer Action for Aging), ensuring its continuation

**2004:** The Social HMO program ends



**2004:** SCAN CEO Dave Schmidt (2002 – 2010) leads the transition from SHMO to MAPD

2005

**2005:** SCAN expands into Ventura County

**2006:** VillageHealth, a Special Needs Plan for people with end-stage renal disease, offered in partnership with Davita, is introduced



2010



**2008:** The SCAN Foundation is created with a \$205 million endowment from SCAN to find innovative solutions to senior needs, with a focus on long-term care

**2012:** SCAN expands into Marin County



**2012:** SCAN's current CEO, Chris Wing, with local cable show *Straight Talk* host Art Levine

2015

**2015:** SCAN expands to Napa and Sonoma counties



**2016:** You don't have SCAN, you're **WITH** SCAN campaign debuts

2020

**Mission**  
Keeping Seniors Healthy and Independent



# Then and Now...

We have built on our early milestones and achievements, proudly remaining true to our original mission.



From early planning sessions to Straight Talk meetings, we've always turned to the seniors we serve for feedback.

## 1977: We Listen; We Respond

Not only did the 12 original seniors shine the spotlight on the need, they were instrumental in planning the solution. As the professor at USC who managed the process that created SCAN says, the seniors' "singlemindedness of knowing what they wanted is one of the great takeaways from the project. Their value was knowledge about how the system worked and what didn't work, and making their needs known."

### Today we continue to rely on what seniors tell us they need.

We refer to a number of surveys conducted by Medicare, by our contracted providers and by SCAN for quantitative feedback. We tap our employees on the front line: our Member Service Advocates, Senior Advocates, case managers and volunteers, to share what they're hearing. We've added telephonic and online feedback channels. And we do focused community needs assessments to determine where we can help fill gaps on a local level.



"When SCAN came along, it was a natural fit. What you do is what I believe in. I believe in providing services and protecting the most vulnerable in our community."

— Representative Alan Lowenthal, during a visit to SCAN in 2016

## 1979: Our First Test

SCAN was selected by the State of California to test whether providing care management and support services to disabled adults and frail seniors could help them stay in their homes and out of nursing facilities—not only improving quality of life, but saving Medi-Cal dollars for the state. Taking on the project was a big step, but the Multipurpose Senior Services Program, or MSSP, offered a steady source of funding and an opportunity to pursue our mission of helping seniors maintain independence in a bigger way.

**Today SCAN is the largest of California's 38 MSSP sites,** serving close to 900 clients a year. Over the past four decades, our case management services have helped more than 30,000 chronically ill, low-income seniors stay in their homes, and at substantial savings to Medi-Cal.

## 1984: The Major Leagues

The federal government chose four organizations to test an innovative healthcare program for seniors called the Social HMO. The program was perfectly aligned with SCAN's mission: By providing each member with the right mix of community-based services and medical care, they could avoid or at least delay having to enter a nursing home.

**Today SCAN is one of the largest and fastest growing Medicare Advantage companies in California.** In addition to serving more than 186,000 health plan members, we care for thousands more seniors—and their caregivers—through our community programs.

# CSULB 2017 Colloquium

## Aging Reimagined: A Community Approach to Health and Independence

We kicked off our anniversary commemoration in April, with a day-long event in partnership with the City of Long Beach and Long Beach State University. Titled "Aging Reimagined: A Community Approach to Health and Independence," the event's goal was not just to talk about the challenges facing seniors, but to focus on what's being done, what's still to do and how best to do it. We brought together nationally recognized experts as well as movers and shakers from across the city, including representatives from fellow nonprofit organizations that serve seniors.

The colloquium represented the City of Long Beach's desire to be a hub for best practices in aging and independence and its commitment to work closely with nonprofit partners. We left the event excited about the renewed commitment from everyone present to, in the words of Long Beach Mayor Robert Garcia, "make Long Beach the premier city in the region—even the country—for healthy aging."

Long Beach is our hometown, so we're pleased to be a driving force in this local effort. But our commitment extends beyond our own backyard. Our goal is to take what we're learning locally and share it with others. We believe all seniors should have the opportunity to remain healthy, independent and safe in their own homes.



"This was the very best meeting on aging I have ever been to in my 30 years of working in this field."



Panelist John Kotick, Vice President of Programs and Services, St. Barnabas Senior Services, was one of SCAN's earliest employees.

“Just wanted to thank all of you for the wonderful planning, the thoughtful coordination of the day ... and successful gathering of the right people at the right time to move things forward.”





“What I like most about the program is that they help you in so many ways. You really can stay in your home. I don't know what would've happened if it wasn't for Independence at Home.”

– Independence at Home client

# SCAN Community Services

SCAN started in the community—and we're still in the community.

## 2016 HIGHLIGHTS:

**\$13,336,000** Total amount SCAN spent on community services, including Independence at Home and other community programs

**Independence at Home:** Government programs, direct services and resource navigation

- Individuals served through IAH: **17,440**

**Community Giving Amount: \$686,544**

- Organizations funded: **106**

**Community Education Events: 460**

**Volunteer Action for Aging:**

- Volunteer hours: **4,818**

- Number of events: **402**

- Thanksgiving meals delivered: **2,200**

(2016 year-end results)





**Seventy-one-year-old Clara Chase** received her associate's degree from Long Beach City College in June 2016, after six years. Age wasn't the challenge. Nor was the fact that she is a double amputee who is wheelchair-bound due to complications from diabetes and health issues. The real issue, she says, is that she was enjoying herself too much. "I figured, 'why rush the thing?' I started taking all kinds of classes." Clara plans to continue taking classes and has always been involved in community activities—reading to children at the library and taking part at events at the Senior Citizens Center. Independence at Home has helped Clara live independently, arranging for a power wheelchair, transportation and other items. Clara is shown above with her IAH case manager, Gabriela Sedano.

“ My care planner makes me feel I am not alone. She is available for questions and has provided many helpful solutions. Maybe I could live without MSSP, but not as good as I am.”

– Independence at Home client



## Independence at Home Programs Expand

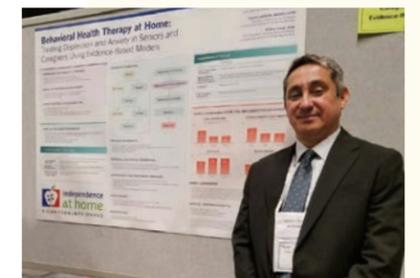
Aging may be inevitable but having to deal with the changes and challenges of growing older on your own is not. Through programs and services offered by Independence at Home (IAH), older adults in the community can get the help they need to stay healthy, independent and able to age with dignity in their homes.

In addition to providing its contract programs, including the original MSSP SCAN was awarded in 1979, IAH is sharing its years of senior expertise through resource navigation —“the number to call when you don't know where to turn”—and the following programs, introduced in 2016:

**COACH**—Short for Caregivers and Older Adults Connected and Healthy, this program delivers on its name by connecting seniors and their caregivers with the specific resources they need, including transportation, meal assistance, fall prevention training, stress management and much more. Caregivers show a 10-point improvement, on average, in their stress level, thanks to COACH.

**C-MEDS**—A licensed pharmacist reviews all medications that a senior has been prescribed by his or her doctors, looking for harmful interactions and any challenges or barriers that are making it difficult to be adherent. We then develop an action plan that is easy for the senior (and caregiver) to follow. Almost immediately we see a positive impact on health management and safety.

**Insights**—IAH revamped and reintroduced its behavioral health program with more therapists and improved access, delivering services in the home. We collaborated with researchers from the University of Washington to measure early results of the program for 175 clients, which showed exactly what we hoped they would: lower levels of depression and anxiety and improved quality of life.



### MID-YEAR UPDATE:

**IAH:** Already exceeded the number of seniors and caregivers served in all of 2016



“I know that everything is going to be all right. You have helped me very much.”

– COACH client

### MID-YEAR UPDATE:

**Insights:** Available languages: English, Korean, Spanish, Vietnamese

**Counties available:** Los Angeles, Orange

### Results presented at:

- American Geriatrics Society's Annual Scientific Meeting
- American Society on Aging's Aging in America Conference (photo below)



**MID-YEAR UPDATE:**

**Community Giving:**  
**\$190,000**

*(2017 Q1 and Q2 funding cycles)*

SCAN's community giving focuses on three areas: Nutrition, General Operating and Emergency Assistance. The Emergency Assistance funding gives organizations the flexibility to respond to immediate needs for such small but necessary items as an air conditioner, a microwave or a month's supply of medication when a client's social security just can't stretch any further.

A \$10,000 grant from SCAN represents the cost of preparing 400 emergency meal boxes, consisting of 8,400 meals to feed poor seniors living in San Diego County.



“

Each of us has a story to tell. The seniors are so appreciative of the program: the tools they develop and the friendships they've formed. It's great to feel that I am helping others.”

– Claudia Clark, Guided Autobiography leader

**Seniors Told Their Life Stories in New Ways**

More seniors realized the power of telling their life stories in 2016 through the Guided Autobiography (GAB) program offered to the community by SCAN's Volunteer Action for Aging. A total of 381 seniors in five counties took part in the five-week program, which guides seniors through the process of celebrating their lives in writing.

Through sharing their personal stories, the seniors learned about themselves and each other—and formed welcome friendships along the way. “It would be very difficult to judge others after taking this class,” said one participant. “Hearing people's stories and sharing my own made us all equal and provided an intimacy that simply allowed acceptance and fondness for others whom I would have never met outside the class.”

**Volunteer Action for Aging**

Volunteer Action for Aging (VAA) focuses on events and activities that connect seniors with their communities. Whether one-time events, like a “Day of Beauty;” short-term programs, like Cyber Senior, which links a senior with a tech-savvy volunteer for several one-on-one coaching sessions; or an ongoing relationship with a dedicated Friendly Visitor, there are opportunities for both seniors and those who want to make a difference.



“Thank you so much for providing us with such a wonderful experience. It has opened windows in my mind and places in my heart that had long since been closed.”

– GAB participant



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Janet Kornblatt, General Counsel  
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Chris Wing, Chief Executive Officer, SCAN Health Plan

SCAN is proud to support organizations that support our mission. Members of our leadership team are actively involved with:

- Academy of Managed Care Pharmacy
- Alzheimer's Orange County
- America's Health Insurance Plans
- American Geriatrics Society
- American Society on Aging
- American Society of Consultant Pharmacists
- California Association of Health Plans (CAHP)
- California Association of Long Term Care Medicine (CALTCM)
- California Quality Collaborative (CQC)
- Coalition to Promote Independence in Medicare
- Compassionate Care Coalition of California (CCCC)
- Healthcare Leadership Council
- Industry Collaboration Effort (ICE)
- Long Beach Area Chamber of Commerce
- Long Beach Care Transitions Collaborative
- Long Beach Elder Abuse Task Force
- Los Angeles Aging Advocacy Coalition (LAAAC)
- National Coalition on Health Care (NCHC)
- NCQA Long Term Services and Supports Advisory Committee
- Pharmacy Quality Alliance
- SNP Alliance
- St. Barnabas Senior Services (SBSS)



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