

Biographical Profile

RUSSELL A. BENNETT, MBA, CHIE

Vice President

Latino Health Solutions

UnitedHealthcare, a United Health Group Company

Russell A. Bennett is Vice President of Latino Health Solutions at UnitedHealthcare (UHC) and is based in Cypress, California.

At UHC Bennett is leading efforts to transform the company to serve and grow the Hispanic/Latino membership. He is frequently interviewed regarding UHC's Latino initiatives, including the bilingual web sites, the Latino Health Scholars Program, and various targeted marketing, customer-service and health-education initiatives that enhance the company's cultural and linguistic competency for Hispanic members.

UnitedHealthcare's Commercial Markets Group now serves over 2.2 million Hispanic members.

Bennett lived in Mexico for 30 years and is completely fluent in Spanish. He served as the founding executive director of the United States-Mexico Border Health Commission, U.S. Section, where he was responsible for international negotiation with Mexican Federal and State governments. Prior to that, he was the director of international and multicultural services for Sharp HealthCare in San Diego, the largest nonprofit health care provider along the U.S. Mexico border. He was also the spokesman for the company on international and multicultural issues.

Bennett has supported health improvement for many years, with special emphasis on the Latino and Asian communities. He created and produced the popular health education program on television titled *¡Salud para Usted!* (Health for You!), which was produced both in Spanish and English to provide community members clear information on illness prevention, health promotion and access issues. He has championed and highlighted specific health issues among the Hispanic and other ethnic populations, including the proper use of antibiotics, child safety and injury prevention, healthy lifestyles and other

important topics such as how to prevent the complications of diabetes, heart disease and cancer.

Before working in health care, Bennett managed and directed companies in international banking and construction, always working closely with Mexico. He has been an international business consultant to management and boards of directors of companies working with Mexico and Latin America. Bennett has a strong interest in education and has taught leadership courses in both English and Spanish.

He has been Board Member and supporter of cultural and health organizations including the American Heart Association and the American Cancer Society.

Bennett's pioneering work in leading the transformation of PacifiCare, a UnitedHealthcare company, to serve the growing Hispanic market is profiled in the book "Marketing to Hispanics" by Terry J. Soto, published in 2006 by Kaplan Publishing.

Bennett has a BA in Economics, an MBA and has earned the distinction of Certified Health Insurance Executive (CHIE) from the Executive Leadership Program of America's Health Insurance Plans (AHIP).

In October 2007 Bennett received the "Border Health Leadership Award" from the International Community Foundation and Fundación Internacional de la Comunidad, recognizing lifetime achievement in supporting health improvement among Latinos and the border community at large.

In September 2008, Bennett's Latino Health Solutions team at UnitedHealthcare received national recognition for an award from the National Committee on Quality Assurance (NCQA) for their innovative "Enhanced Bilingual Customer Service and Member Access Initiative"