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**NOBLE HEALTH ALLIANCE SELECTED AS NAME
FOR PHILADELPHIA-AREA HEALTH SYSTEM INITIATIVE**

Executive and Physician Leaders Named for New Company

PHILADELPHIA, PA – (February 18, 2014) – Leaders at Abington Health, Aria Health, Crozer-Keystone Health System and Einstein Healthcare Network have named their collaborative organization and appointed executive and physician leadership to manage it.

The initiative launched by the four regional health systems last year will be called Noble Health Alliance, reflecting the initiative’s mission to continuously improve the health of the families in our communities by collaboratively delivering seamless, tightly coordinated care to patients.

Noble’s Board of Managers announced these decisions as the organization prepares to launch its first phase, managing the healthcare of the 39,000 employees and dependents of the member health systems.

Lynda Mischel has been named Noble Health’s Chief Executive Officer. Mischel most recently served as Chief Development Officer of Aria Health. A Physician Executive Council with representatives from each founding health system also has been named. The Council will develop and monitor the quality and performance standards for physicians participating in the Alliance.

“We chose the name Noble Health Alliance because this initiative is driven by a noble idea – to work together to continuously improve the health of the families in our communities,” said Laurence M. Merlis, President and CEO of Abington Health and Chair of the Board of Managers. “In Lynda, we have an executive who will lead the efforts to make this vision a reality.”

Mischel has extensive experience in hospital administration, managed care and change management. She has led strategic initiatives in academic and community hospital settings, including managing employed physician group practices and overseeing operations of the nation’s largest proton therapy center.

“Noble Health Alliance is a groundbreaking effort to coordinate care in Southeastern Pennsylvania, and I am proud to lead this initiative,” said Mischel. “I am especially looking forward to working with our physician leaders to develop a high-quality physician network for Noble Health.”

Noble Health’s Physician Executive Council members include:

- Keith Sweigard, M.D., Chief of Internal Medicine, Abington Memorial Hospital; Medical Director, Abington Health Physicians.
- Harry Emmerich, D.O., Vice President and Medical Director, Physician Services, Aria Health.
- Susan L. Williams, M.D., President, Crozer-Keystone Physician Partners; Vice President, Clinical Integration, Crozer-Keystone Health System.
- Steven L. Sivak, M.D., Paul J. Johnson Chairman of Medicine, Einstein Healthcare Network; Medical Director, Einstein Community Healthcare Associates; Clinical Professor of Medicine, Jefferson Medical College.

The Council members along with the physicians who choose to join Noble Health’s network will help determine the clinical protocols and organized care processes that providers in the network will agree to follow, as well as the metrics that will be used to monitor quality and performance improvement.

“Bringing four high-quality health systems together with strong physician involvement will enable Noble Health to remake the way care is delivered across the region and make a lasting difference in the health of our communities, all while remaining independent,” Mischel said.

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About Noble Health Alliance

Noble Health Alliance, composed of Abington Health, Aria Health, Crozer-Keystone Health System and Einstein Healthcare Network, is a platform for independent health systems to work together to improve the health of populations through a clinically integrated network involving highly coordinated and efficient care, while remaining attuned to the needs of their local communities. Formed in 2013 by four health systems in the Philadelphia area, the initiative includes 15 hospitals and more than 4,600 physicians and other providers.