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UPMC Insurance Services Division Names Jay Srini Chief Innovation Officer

PITTSBURGH (February 29, 2008) – The University of Pittsburgh Medical Center (UPMC) Insurance Services Division announced today that Jay Srini has been named to the newly created position of Chief Innovation Officer, effective immediately.

In this new role, Ms. Srini reports to Diane P. Holder, President and CEO of UPMC Health Plan, President of the UPMC Insurance Services Division, and Executive Vice President of UPMC.

“Jay will be responsible for developing methods, tools, and strategies that will result in innovative health care solutions and positive consumer experiences. This will allow us to better serve our members, physicians, and clients,” said Ms. Holder.

For the past four years, Ms. Srini has held the position of Vice President of Emerging Technologies for UPMC Corporate Services and has been involved in several strategic projects leveraging technology and forging partnerships with academia and industry.

Ms. Srini has more than 20 years of technology and executive experience in multiple industries, including insurance, banking, manufacturing, and health care. She earned a master’s degree in computer science from New York University and a master’s in business administration from Bucknell University. She was awarded a 2005 Leadership Award by the Healthcare Information and Management Systems Society (HIMSS). She also advanced to Fellow Member status in HIMSS, in recognition of her service, professional participation, and job experience and serves on the board of HIMSS and Pennsylvania eHealth Initiative (PAehi). She also serves on the board on Rainbow Kitchen Community Services.

The integrated partner companies of the UPMC Insurance Services Division – which include UPMC Health Plan, UPMC Work Partners, EAP Solutions, UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, workers' compensation, short-term disability and wellness products and services to over 1.2 million members.

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