

For immediate release: January 11, 2016

Contact: Richard Wolosz, 617-748-6364

Email to: richard.wolosz@bmchp-wellsense.org

**BMC HealthNet Plan/Well Sense Health Plan appoint
Petrina Martin as Vice President of Sales and Marketing**

Boston – Petrina Martin has been named Vice President of Sales and Marketing for BMC HealthNet Plan in Massachusetts and Well Sense Health Plan in New Hampshire. In this position, Ms. Martin leads and coordinates company sales, marketing and community outreach functions. This includes all activities related to conceptualizing and implementing market strategy, supporting product lines and ensuring successful achievement of growth objectives.

“Petrina has broad based experience with strategic development, market research and process improvement, all of which are critical to ensuring a successful strategy for membership growth and retention,” said Eric Hunter, Chief Operating Officer. “Her enthusiasm and collaborative focus make her a key player in achieving the organization’s corporate and strategic goals.”

Most recently, Ms. Martin served as Director of Development for Mattapan Community Health Center. Her nearly 20 years of professional experience includes marketing and media consulting, operations management, program direction and training. She formed strategic relationships with her clients and major corporations such as Coca-Cola, Liberty Mutual Insurance, Honeywell, Perkin Elmer, Disney, Universal Studios, NBC, Sony, and Sara Lee to improve their short and long-term growth strategies. In addition, she led numerous high-profile communications initiatives, including corporate restructurings, new product introductions and grassroots engagement efforts. Currently Ms. Martin participates in LeadBoston, an experiential executive education program. A resident of Milton, Massachusetts, Ms. Martin is a board member of the Artemis Circle of the Boys & Girls Clubs of Boston, and My Sister’s Keeper Foundation for Women. She also is an active member of Jack and Jill of Boston and Delta Sigma Theta Inc. Ms. Martin graduated from the University of South Carolina and received an executive master of business administration from Georgia State University.

Ms. Martin commented, “The opportunity to work with an organization dedicated to the underserved correlates with my personal commitment to individuals who are in need. That is why I look forward to working with the communities we serve.”

About Boston Medical Center HealthNet Plan and Well Sense Health Plan

Boston Medical Center founded Boston Medical Center Health Plan, Inc. in 1997 as a non-profit managed care organization doing business in Massachusetts as BMC HealthNet Plan. Outside Massachusetts the business name is Well Sense Health Plan. BMC Health HealthNet Plan’s HMO and Well Sense Health Plan’s Medicaid plan are rated 4 out of 5 among Medicaid plans in the U.S., according to NCQA’s Medicaid Health Insurance Plan Ratings 2015-2016. BMC HealthNet Plan’s Medicaid HMO also has been awarded Commendable Accreditation status by the National Committee for Quality Assurance. In addition, BMC HealthNet Plan’s Qualified Health Plan program has been awarded Accredited status from NCQA, the highest accreditation level available at this time. NCQA awarded Well Sense Health Plan Commendable Accreditation.

#####