



FOR IMMEDIATE RELEASE

QLIANCE NAMES DR. ERIKA BLISS PRESIDENT AND CEO

SEATTLE -- October 10, 2011 – [Qliance Medical Management Inc.](#), which operates Qliance® direct primary care clinics (also known as "direct primary care medical homes") in Washington State, today announced it has appointed Erika Bliss, MD as President and CEO. Co-founder Norm Wu, who has served as the company's CEO since it was founded in 2006, will remain actively involved with the company as Strategic Advisor concentrating on strategic partnerships and other growth initiatives.

Dr. Erika Bliss is a founding member of the management team at Qliance Medical Management. Most recently, she served as Chief Quality Officer, overseeing medical operations and quality improvement, in addition to her primary care practice at Qliance's downtown clinic. She has also held numerous industry leadership positions, including serving on commissions for both the Washington Academy of Family Physicians and the American Academy of Family Physicians. She is a founding member of the Direct Primary Care Coalition and a national Pisacano Scholar, an award given to five family medicine leaders per year. She currently serves on the American Board of Family Medicine Board of Directors.

Qliance has been growing steadily and recently opened a new clinic in Tacoma, marking its fifth affiliated clinic in the Puget Sound region.

"Qliance is on an important trajectory to transform health care as we know it and Norm has led us through a critical growth period," said Nick Hanauer, chairman of the board of Qliance and managing partner of Second Avenue Partners. "As we look to continue our expansion, it's an ideal time to appoint Erika as it gives us a wonderful opportunity to outline what we do for patients, how we are changing healthcare and that this mission is at the core of everything we do. During her 5 years at Qliance she has been formative in our breakthrough healthcare delivery and has showed us what an amazing leader and talented individuals she is. We're excited about the prospects ahead and the new roles for both Erika and Norm to help Qliance continue to expand our flat-fee primary care practices within and outside Washington State."

"I'm honored to be taking the reins, and grateful to Norm for his exemplary work in bringing Qliance from a small start-up to a regional network of clinics poised for major growth. I'm committed to making sure the direct primary care model becomes the premiere model for primary care in America, and to operate practices that share a common philosophy and commitment to putting the patient first," said Dr. Erika Bliss. "As CEO, I plan to keep seeing patients and keep my finger on the pulse of how Qliance is delivering care and effecting change."

“The board has made a terrific decision in appointing Dr. Erika Bliss as CEO. She is exceptionally well-suited for leading Qliance, and possesses a solid understanding of both the clinical and administrative sides of our business – something rare in the world of health care,” said Norm Wu. “I look forward to focusing my efforts on our strategic partnerships and initiatives that will lead to new markets, and remain a committed and fervent believer in Qliance’s vision and potential.”

Prior to Qliance, Dr. Bliss served as the Clinical Site Director of the Carolyn Downs Family Medical Center, a community clinic in Seattle, where she implemented organizational changes to increase efficiency and improve patient care. She also served as their Director of Clinical Quality, re-designing and implementing a data-driven, participatory quality improvement program. Dr. Bliss attended UC San Diego medical school and trained at Swedish Family Medicine in Seattle. While in medical school she co-founded and led the Student-Run Free Clinic Project of San Diego, which serves the homeless and indigent at multiple sites in the county. She also developed an international medical educational exchange program between UC San Diego and Hospital Tela Integrado in Honduras.

Prior to her medical career, Dr. Bliss received her undergraduate degree in History at San Francisco State University and an MA in Latin American Studies at Stanford University. After graduating, she organized and led an international women’s human rights program for women leaders from 27 countries at the UN World Conference on Women, and produced an educational video in Spanish on domestic violence, which is now in use throughout Latin America.

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About Qliance Medical Management

Qliance Medical Management was founded in 2006 and provides operating and management services to Qliance Medical Group of Washington PC, which operates clinics under the Qliance® brand. Qliance offers people of all ages and incomes unrestricted access to all types of primary, preventive and chronic illness care for one monthly membership fee, ranging between \$49 and \$89, depending on age, for its core service level. Qliance does not exclude anyone for pre-existing conditions and offers 30- to 60-minute same- and next-day appointments, 7-days per week. Through Qliance, patients and employers are getting exceptional care and saving up to 50 percent on comprehensive health care costs when bundled with a lower-premium insurance plan. Qliance has raised approximately \$14 million, led by Second Avenue Partners with participation by Clear Fir Partners LP, New Atlantic Ventures, Bezos Expeditions, MSD Capital and other private investors. For more information, visit www.Qliance.com.

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