



For More Information Contact:

Nikki Vergakes

Tel: (401) 654-4082

Email: nvergakes@pace-ri.org

PACE Organization of Rhode Island Welcomes New Chief of Marketing and Development

Tom Boucher Charged with Boosting Participation in Acclaimed Program for Medically-Complex Seniors with Low-income

Providence — January 21, 2019: PACE Organization of Rhode Island (PACE-RI), a health plan serving older adults who wish to maintain their independence and live in the community rather than a nursing home, recently announced that Tom Boucher will assume the role of Chief of Marketing and Development. He is being brought in to help PACE-RI increase participation in its renowned model, part of an effort to boost enrollment in PACE programs nationally.

Boucher joins PACE after a fifteen-year tenure in the Marketing and External Affairs Department at Neighborhood Health Plan of Rhode Island where he most recently served as Senior Manager responsible for communications, public relations, government affairs, market research, and member advocacy. He was part of the marketing team that helped Neighborhood implement changes to support the Affordable Care Act and triple in membership, revenue, and staffing.

Prior to that role, he managed public relations programs for technology clients, worked in government and politics in Massachusetts, and participated in the Jesuit Volunteer Corps, a one-year community service program.

Boucher will oversee the marketing and development programs for PACE-RI, researching and implementing growth opportunities. As a senior executive, he will oversee the marketing department, fund development, business expansion and participate in setting and achieving the strategic goals of the organization.

“PACE is fortunate to welcome Tom to our senior team. His experience in the healthcare sector, excellent communications skills, strong relationship building ability, and drive to improve care for people with low-income will help propel us,” says CEO of PACE-RI, Joan Kwiatkowski. “We are looking forward to his contributions toward ambitious growth and increased recognition of the value of PACE.”

###

About The PACE Organization of Rhode Island

PACE® is a health plan that proactively helps older adults with their health care, so they can remain in the community connected to family and friends. Their full-service health care and

coverage serves adults 55 and older who have chronic health needs and want to live at home. PACE® health care and support services include primary care, access to specialists, prescription drugs and durable medical equipment, dental care, 24-hour emergency services, homecare, transportation to all medical appointments, meals, and physical, speech, occupational and respiratory therapies. For more information, visit www.pace-ri.org.