



Mountain Health Co-Op Names Blair Fjeseth as Chief Executive Officer

Fjeseth will serve as one of the youngest CEO's in the industry

FOR IMMEDIATE RELEASE

HELENA – Mountain Health Co-Op today announced that its board of directors has unanimously selected Blair Fjeseth, the Co-Op's current Chief Operating Officer, to succeed Richard Miltenberger as the company's Chief Executive Officer. Miltenberger, who has served as CEO since 2018, will retire from the role of CEO effective May 15, 2024. Mountain Health Co-Op serves individuals, families, the senior market, and businesses with local, member-governed health insurance in Montana, Idaho, and Wyoming.

"I am thrilled that the Board has chosen Blair as the Co-Op's next CEO," said Miltenberger. "Blair's strategic vision, leadership, and passion for our mission make her the perfect fit for our organization."

Fjeseth has been with the Co-Op for six years, serving in various roles before being named Chief Operating Officer in 2023. She was instrumental in introducing vital member services like mental health visits, and in launching the Co-Op's Signature Benefits Program. The program offers zero-cost medications like insulins, inhalers, antidepressants, and heart medications to all members. It also helps cover travel expenses for out-of-state care, and provides reimbursement for dental and vision exams.

Fjeseth is a Carroll College graduate. Her previous roles included Deputy Secretary of State under former Montana Secretary of State Linda McCulloch, Director at the Office of the Commissioner of Higher Education, and Communications Director for Strategies 360. Fjeseth serves on the Executive Committee for the Montana Chamber of Commerce and is Chair-Elect for the St. Peter's Health Foundation Board. She was recently named 20 Under 40 in the Helena Independent Record and Modern Healthcare's Top 25 Emerging Leaders in Healthcare for 2021.

"Blair's commitment to our mission has been instrumental in the Co-Op's growth and success," said Becca LaFond, Chair of the Co-Op board of directors. "Her leadership has resulted in a substantial increase in membership from 28,000 to 65,000 and growing, a significant boost in retention rates, and a successful rebranding effort that has made the Co-Op more accessible to its members. The board conducted a thorough process to identify the right leader for the Co-Op's next chapter. It is a testament to the strength of the leadership team that Richard has assembled that we have the ideal internal candidate in Blair to assume the CEO position. The board has the highest confidence in Blair and looks forward to working with her to continue to provide innovative healthcare solutions to our members."

"Everyone who's been involved with the Co-Op since its inception in 2010 knows and appreciates the integral part that Richard has played in both forming and, eventually, leading this amazing organization," continued LaFond. "We are grateful for his stewardship and for developing such a talented team that we are lucky to have."

"I am humbled by the Board's support of my vision for our organization, which is deeply rooted in Richard's tenure," said Fjeseth. "I eagerly anticipate continuing to serve the people of Montana, Idaho, and Wyoming and ensuring equitable access to healthcare coverage for all members."

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