



Beth Bierbower Named as CEO of Friday Health Plans

Denver – December 2, 2022— Friday Health Plans (“Friday”) announced today that Beth Bierbower, Chairperson of Friday’s Board and a former Humana executive, has been appointed CEO, effective immediately. Former CEO Sal Gentile and former President Dave Pinkert have left the company, with Mr. Gentile continuing to serve as an outside senior advisor to Friday.

“As Friday enters its next phase of maturity, the company requires leadership with the capabilities that can help steer its future success. Beth has more than 30 years of proven executive-level leadership experience in the health insurance industry, making her a great fit to drive scale and spearhead growth at Friday,” said Norm Alpert, Friday Board member and Founding Partner, President and Co-Head of Investments at Vestar Capital Partners.

Ted Lundberg, Friday Board member and Co-Founder and Partner at Peloton Equity remarked, “Sal and Dave built an innovative, technology-based insurance company that has served an underserved corner of the market. On behalf of the Board, we thank them for their many years of leadership and wish them well in their future endeavors.”

“I look forward to building on Friday’s efforts to improve our performance and success over the long term,” said Ms. Bierbower. “I believe we can build on our industry-leading customer service to deliver our promise of providing our members simple, affordable care with a great customer experience.”

About Friday Health Plans

Friday Health Plans is purpose-built specifically for people who buy their own health insurance. The company focuses on overall simplicity to offer affordable health plans with benefits that help members stay healthy and cover them if they get sick or hurt. Operational efficiency, top-notch customer service, and smart technology are core to Friday’s consumer-centric approach. Insurance products and services are sold by state-based affiliates of Friday Health Plans Management Company, Inc. For more information and to find a health plan, visit www.fridayhealthplans.com.

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