

Kaiser Permanente CEO will be keynote speaker at *Diversity MBA Magazine's* annual gala

CHICAGO, IL (8/1/2010)- Kaiser Permanente may run the nation's biggest not-for-profit health plan, but the company's executives do not take success lightly.

When the Oakland-based company was honored by Diversity MBA Magazine in April for the second consecutive year as the number one company for diversity leadership, George Halvorson, Kaiser Permanente's chairman and chief executive officer, happily agreed to travel to the magazine's 2010 Awards Gala in Chicago on Sept. 9 & 10 to accept the reward.

"We are proud to be recognized by Diversity MBA Magazine for the second consecutive year for our diversity leadership," said Halvorson. "Diversity and inclusion have always been a priority at Kaiser Permanente, and we are deeply committed to having a culturally competent workforce equipped with the skill, talent and expertise needed to eliminate health-care disparities."

The theme of the gala is "Powering Your Presence – Leading Through the Fog." Other speakers at the event include Les Brown, the motivational speaker, who will do a plenary entitled, "Powering your presence." Other sessions include "C-Suite Symposium on Corporate Board Diversity."

The event will be at the Westin Chicago River North, 320 North Dearborn Street.

Pamela McElvane, publisher and CEO of *Diversity MBA Magazine*, said landing the CEO of a company of Kaiser Permanente's size and influence – and the No. 1 company in the magazine's diversity ranking – as the keynote speaker reflects the magazine's success.

"Our goal at *Diversity MBA Magazine* has been to build a publication and event that attracted the most influential leaders in business," McElvane said. "With Halvorson accepting our invitation, we are moving in the right direction and becoming one of the premier events in Chicago for business executives."

Kaiser Permanente is not only a leader in the healthcare industry but is one of the most influential nonprofits in the nation. "They are a force in the market."

Halvorson himself is a mover and shaker in healthcare. He has written several books on health care, including "Health Care Will Not Reform Itself." He played a leading role last year in the health care discussions at the annual World Economic Forum in Davos, Switzerland, and he was one of the experts President Barack Obama consulted in formulating his health care reform plan.

McElvane added Mr. Halvorson's delight in the *Diversity MBA Magazine* award underscores his commitment to diversity.

“When it comes to diversity, he not only talks the talk, he walks the walk,” McElvane said. “His commitment to diversity is better than any one that I have seen, and his commitment is not just as a CEO but from a personal standpoint as well.”

Diversity MBA Magazine cited Kaiser Permanente’s tradition of fostering diversity, inclusion, innovation and advocacy in giving the company the top ranking in the publication’s fifth annual “50 Out Front for Diversity Leadership: Best Places for Diverse Managers to Work.” The magazine evaluated organizations by looking at representation, retention, inclusion practices, recruitment strategies, succession strategies, and accountability. It also looked at external diversity programs for women and people of color. Representation and board diversity also played a role in determining this year’s top 50 companies.

Kaiser Permanente’s commitment to a National Diversity Agenda is actively supported by leadership, including its board of directors. The company is recognized as having one the most diverse board of directors of any major corporation in America. Its composition is 36 percent women and 50 percent people of color. Women and people of color comprise 73 percent and 57 percent of the total Kaiser Permanente workforce, respectively

Kaiser Permanente, which was founded in 1945, is dedicated to providing high-quality, affordable health care services and to improving the health of its members and the communities it serves. The company has 8.6 million members in nine states and the District of Columbia with expert and caring medical teams empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the art care delivery and world-class chronic disease management.

Over the past year, Kaiser Permanente has been recognized for corporate diversity leadership by several organizations and publications, including *DiversityInc*, Top 50 Companies for Diversity; *Black Collegian Magazine*, Top 100 Employers for the Class of 2010; *LATINA Style Magazine*, 2009 Company of the Year; and *Asian Enterprise Magazine*, The Best Companies for Asian Pacific Americans.

DiversityMBA Magazine is the leading source of information on diversity in corporate America. The magazine aims to serve the needs of multicultural professionals in corporate America, business students and entrepreneurs. Additionally, the magazine provides research reports on diversity benchmarks for talent retention, industry diversity programs, and performance in the diversity arena through its partnership with DePaul University. The magazine is distributed at newsstands, top business schools, professional and business associations domestically, and 30 countries worldwide through QS Top MBA World Tour.

Published quarterly, *Diversity MBA Magazine* reaches more than 200,000 subscribers. For more information, please visit www.diversitymbamagazine.com.

For more information about Kaiser Permanente, visit www.kaiserpermanente.org.