

## MagnaCare Expands Marketing Team to Maximize National Brand Launch

**NEW YORK, N.Y.- May 24, 2010** - [MagnaCare](#), a health plan services company with national reach, announces key additions to its marketing team as the company focuses on expanded brand recognition initiatives. Bryan Irland, former managing partner of Icehouse Events Marketing and a resident of Long Branch, NJ, was named vice president of marketing; Tisa Corona, previously a project manager of Icehouse Events and a resident of St. Louis, Mo, is marketing manager.

“Bryan and Tisa demonstrate senior level capabilities for innovative planning and marketing – a broad range of talents that position MagnaCare for growth,” says Joseph Berardo, Jr., president and CEO of MagnaCare. “Bryan brings to our organization specialized expertise in creating marketing tools and steering the execution of targeted marketing programs. Complementing this experience, Tisa will draw on her background as a project manager with exemplary communication and problem-solving skills.”

Prior to joining Magna Care, Irland is credited with growing and maintaining the event marketing business at Icehouse, where he developed custom marketing programs to fit specific client objectives. He also served Ice House as marketing manager and successfully developed and maintained tradeshow marketing programs by designing and implementing strategic customer-retention events. Irland holds a B.S. degree from Bowling Green State University.

“Magna Care represents best-of-class operations, and I look forward to bringing my skills and track record for innovation to MagnaCare’s national marketing campaign,” says Irland. “Under Joe Berardo’s leadership, this Company is well-positioned for significant expansion, and I look forward to working with the entire team.”

Since 2007, Corona worked as event/project manager at Icehouse where she conceived, developed, managed, and implemented all aspects of client events. Her previous work experience includes positions at Incite Business Solutions, DealerHQ, and Houlihan Computer Solutions. She is a graduate of Lindenwood University with a B.A. in Marketing and Sales.

“I am energized to join the MagnaCare team, and have already experienced a warm welcome from the entire MagnaCare family,” states Corona. “I am eager to contribute to such a forward-thinking organization.”

#### **About MagnaCare**

MagnaCare is a health plan management company that touches millions of lives nationwide. For over 20 years MagnaCare has provided solutions to Taft Hartley funds, self-insured companies, commercial insurers such as health, workers compensation, or no fault, TPA's, and government entities. Whether it's access to a broad provider network, predictive modeling analyses, member outreach programs or an integrated solution that includes full plan management services including claims adjudication, eligibility management, client/customer service, MagnaCare understands its customer needs and develops cost effective, comprehensive solutions. Visit [www.magnacare.com](http://www.magnacare.com) [www.facebook.com/magnacare](https://www.facebook.com/magnacare) [www.twitter.com/magnacare](https://www.twitter.com/magnacare)