

Arkansas Insurance Department

Mike Beebe
Governor



Jay Bradford
Commissioner

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Cynthia Crone Selected to Direct Planning for Health Exchange

LITTLE ROCK, ARKANSAS (December 10, 2010) —State Insurance Commissioner Jay Bradford announced that Cynthia Crone of Little Rock has been hired to assist the Arkansas Insurance Department as it conducts planning for the development of a Health Insurance Exchange in 2014. Ms. Crone, who holds a Master of Nursing Science degree from the University of Arkansas for Medical Sciences (UAMS) Graduate School, will serve as the Health Insurance Exchange Planning Manager at the Department.

“I am so pleased to have Cindy joining us as we conduct the critical planning activities associated with Exchange development,” said Bradford. “Her vast experience in a variety of health related venues will serve us well.” In 2004, Crone completed a three-year Robert Wood Johnson Foundation Executive Nurse Fellowship program designed to prepare nurse leaders to help lead and shape the health care system of the future. She was one of only twenty nurses from across the nation selected for this leadership program in 2001.

Crone was the recipient of the 2004 Jim Wright Award for Vulnerable Populations, the top prize presented annually by the National Association of Public Hospitals. This prestigious award recognized her work in developing an innovative and effective program at UAMS for pregnant and parenting women with substance use disorders and their children.

Prior to joining the Insurance Department, Crone was Family Treatment Consultation Director for the UAMS Partners for Inclusive Communities. She also served as an instructor in the Health Policy and Management Program at the UAMS College of Public Health.

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This new program within the Arkansas Insurance Department was created through a grant provided by the Office of Consumer Information and Insurance Oversight (OCIO) and the U.S. Department of Health and Human Services (HHS). The Patient Protection and Affordable Care Act, which was signed into law in March of 2010, provides for Exchanges, where consumers can compare benefits and purchase health insurance, to be available by January 1, 2014. The grant which Arkansas received will provide the necessary resources to determine how a Health Insurance Exchange can best serve Arkansas insurance consumers.

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