![mhpa Medicaid Health Plans of America]

FOR IMMEDIATE RELEASE
June 3, 2025

Media Contact:
Jill Talley, Communications Director
C: (240) 338-6479

Marni Gootzit Joins MHPA as VP of Communications

(WASHINGTON, DC) – Medicaid Health Plans of America (MHPA) is pleased to announce that Marni Gootzit has been hired as Vice President, Communications.

Ms. Gootzit joins MHPA with over two decades of experience designing and implementing integrated strategic communications for federal and state programs, with a focus on public health and health care. She will be responsible for executing MHPA's broad communications and public affairs strategy in order to enhance the delivery of quality care for Medicaid enrollees. Prior to joining MHPA, Gootzit served as Senior Public Relations Strategist at Marketing for Change Co., where she led strategic planning and designed communications campaigns for federal and state government programs and associations. Gootzit also served as Vice President at Ketchum, where she led communications for outreach and education campaigns for federal public health programs, focusing on health insurance, women's health, and health care provider initiatives.

"Marni's experience as a leader in health care communications will strengthen the work we do every day on behalf of our members," said MHPA President and CEO Craig A. Kennedy. "Her strategic insight and understanding of the Medicaid landscape will be instrumental as we continue to elevate the voice of our member health plans, particularly as we bolster advocacy efforts to preserve Medicaid coverage and access for vulnerable populations."

"This is an important time to demonstrate the value and importance of Medicaid and the managed care organizations that connect millions to high quality, comprehensive care," said Gootzit. "I look forward to working with our members and partners to elevate the voices of those we serve, strengthen public understanding of our mission, and advance meaningful dialogue that supports improved health outcomes for all."

Gootzit received her bachelor's degree in English from The George Washington University in Washington, D.C., and resides in Alexandria, Va., with her husband and two sons.

###

About MHPA

Founded in 1995, Medicaid Health Plans of America (MHPA) is the only national association that solely represents the interests of the Medicaid managed care industry. Through its advocacy and research work, MHPA supports innovative policy solutions that enhance the delivery of comprehensive, cost-effective, and quality health care for Medicaid enrollees. MHPA works on behalf of its more than 160-member health plans which serve nearly 52 million Medicaid enrollees in 40 states, Washington, D.C., and Puerto Rico. MHPA's members include for-profit and non-profit national, regional, and single-state health plans that compete in the Medicaid market. Visit *mhpa.org* for more information.