



**For Immediate Release**  
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## **DMHC ANNOUNCES SENIOR STAFF APPOINTMENTS**

**(Sacramento)** – Lucinda (Cindy) Ehnes, Director of the Department of Managed Health Care (DMHC), has announced the appointment of Edward G. Heidig as Chief Deputy Director. He will assume his duties on March 12.

“Ed is a major asset to help further our goals to protect California health care consumers and address the increasing challenges of regulating the managed health care industry,” said Ehnes. “With Ed’s extensive public service background in policy, analysis, and teambuilding, he will also be instrumental in helping to carry out the Governor’s health reform plan.”

As Chief Deputy Director, Heidig will be responsible for overseeing day-to-day operations of the DMHC, working with the director toward improving the operation of California’s managed care system and ensuring that consumers get the right care at the right time.

Heidig most recently served as a Deputy Secretary and General Counsel to the Business, Transportation and Housing Agency, where, as general policy advisor, he served for three years as the primary point of contact for the Governor’s Office on all legal matters involving the agency and its 13 departments.

His prior experience has included serving as the General Counsel for the Diocese of Sacramento, Director of the California Office of Administrative Law, Deputy Secretary for Legislation at the Business, Transportation and Housing Agency, Public Advisor to the California Energy Commission, Director of the California Department of Conservation, congressional staff member for U.S. Senator Pete Wilson, staff counsel and chief administrative

**(more)**

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officer for the Santa Monica Mountains Conservancy, and attorney and land use consultant with the James Allen and Sage Institute.

He received his bachelor of arts (cum laude) at Claremont McKenna College, and his juris doctorate at Pepperdine University. He resides in Sacramento with his wife and three daughters.

Ehnes has also announced the appointment of Ellen Badley as Assistant Deputy Director for Health Technology and Richard Martin as Assistant Deputy Director for Provider Oversight.

Badley is responsible for advising the director on the development and implementation of policies, regulations and procedures that successfully promote the DMHC's mission of ensuring high quality health care under managed care. She will also assist in advancing health information technology projects.

Badley joined the DMHC's Licensing Division in 2004. Prior to joining the DMHC, she served for nearly ten years as the Executive Director of the San Joaquin County Medical Society, a professional association representing physicians. She holds a master's degree in health administration from the University of Southern California, and a bachelor of science degree in business administration from California State University, Fresno. She resides in Sacramento with her husband and two sons.

Martin is responsible for the statewide oversight and management of the fiscal solvency requirements of California's risk-bearing organizations (RBOs) and ensuring that health plans and their capitated/delegated provider groups comply with regulatory claim payment standards.

Previously, he was a Supervising Examiner for the DMHC's Division of Financial Oversight where he was responsible for the oversight of routine and non-routine financial and administrative examinations. He has also worked for the California Department of Health Services where he conducted fiscal, management, and internal audits of various hospitals, health systems, public health programs and skilled nursing facilities subject to state and federal laws and regulations.

He received his bachelor of science in accounting from California State University, Fresno and a master's degree in business administration from Saint Mary's College of California.

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