



Community Health Initiative Names Jesus Rosas Program Director

Rosas Brings More Than 13 Years of Experience in Health Insurance, Market Research, Data Analytics to Role

Napa, CA – April 17, 2023 – Community Health Initiative (CHI) under the leadership of Elba Gonzalez-Mares, has promoted Jesus Rosas to the role of Program Director effective immediately. Rosas previously served for more than 12 years as a Health Access Specialist and Health Services Manager at CHI. He was responsible for client services, training, program research & implementation, qualitative & quantitative analysis, and reporting.

In the new role, Rosas will be responsible for all aspects of existing and new programming including program analysis, program expansion, staff development & training, program assessment and expansion at scale. Rosas will also be responsible for identifying new trends and opportunities to align CHI services with major health outcomes in California.

Rosas brings fluency in English and Spanish, state, local and academic recognition, and more than 10 years of volunteer service to this promotion. Rosas holds an Executive MBA from St. Mary's College of California, and an BA in Business and Economics from Sonoma State University. Rosas will report to Elba Gonzalez-Mares, Executive Director of Community Health Initiative.

Community Health Initiative works with children, families & seniors in Napa, Santa Clara, Solano & Los Angeles Counties to secure health insurance and health care so that they can live healthier lives. Since 2005, CHI has helped more than 28,000 children, families and seniors enroll in affordable health, dental and vision insurance programs including Medi-Cal, Medicare, Covered California and private insurance. Those same children, families and seniors continue to depend on CHI to help them navigate health insurance and to access health care services. Increasingly, seniors need expertise to navigate Medicare and to understand the value of the additional coverage options. CHI provides these wrap-around services at a cost of around \$2.65/day per individual.

CHI has offices in Los Angeles, Napa, Santa Clara and Solano Counties; each office boasts a team of bi-lingual professional health insurance navigators who offer one-to-one guidance; visit [Community Health Initiative](#) for office locations, language support and eligibility.

CHI is led by a [Board of Directors](#) chaired by President Oscar Robles. The [Annual Summer Soiree](#) fundraiser will take place Wednesday, June 7, 2023, at Judd's Winery Napa Valley. For tickets & sponsorship information, please contact [Katy Tierney](#) or call 707-227-0830.

Community Health Initiative Napa County is an IRS-registered tax-exempt nonprofit 501(c)3 (Federal Tax ID# 25-1924934). Contributions to the Community Health Initiative may be tax deductible to the extent permitted by law. Please consult your tax advisor for more information.