

From the Chief Executive Officer

This year has been an extraordinary year for CenCal Health. Besides marking our 25th Anniversary, we are delighted to now be serving over 85,000 members in both Santa Barbara and San Luis Obispo counties as of March 2008. At this time, I reflect upon several employees that have been here since our inception in 1983. In addition, there are so many others that have joined in to assist in the development, success and achievements of this organization. I am honored to work with this group of professionals as we grow and mature as an organization. I also acknowledge our provider partners dedicated to serving the community's need even in the midst of the State budget crisis. The physicians, hospitals, pharmacies, Long-Term Care facilities and all the others that compassionately and respectfully deliver high quality care to our members are invaluable.

We have a supportive Board of Directors committed to our mission, vision and values and this group of dedicated individuals guide the strategic direction for our organization. We are united in our efforts and focus for accomplishing the goals we've set forth in our Strategic Plan. Additionally, I respectfully acknowledge The County Governments and associated



*R. Lyle Luman,
Chief Executive Officer*

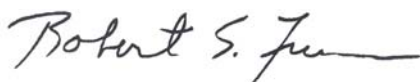
agencies of Santa Barbara and San Luis Obispo counties along with the other business partners that we've grown to depend on in these two counties over the years.

As we look toward a challenging fiscal year, I feel confident we'll work together as a team to continue to fulfill our mission.

Sincerely,

Chief Executive Officer

As we arrive at 25 years of service, it is an appropriate time to acknowledge and recognize those individuals that participated in the founding and building of what is now CenCal Health from a mere idea to the successful community resource that it now is. Dave Lamkin, our previous executive director of the organization (then the Health Authority) for 22 years, deserves a tremendous amount of recognition for the heart and soul he poured into the organization so it would succeed. Susan Trescher was the Health Authority's legal counsel for twenty years and made sure the organization was always protected and on firm legal ground. Former Board members such as Ron Biscaro, Ron Werft and Roger Heroux for years found time to contribute their knowledge, experience and wisdom to the organization after they put in a full day's work at their day jobs. Finally there are those former staff and Board members that are no longer with us to see the 25th anniversary of which they are so much a part. The contributions of Dr. Larry Hart, Charles Bailey, Elizabeth Long and Charlene Chase, among others, live on daily through the good work of this organization. We applaud the efforts and accomplishments of all of our predecessors.



Deputy Chief Executive Officer



Robert Freeman,
Deputy Chief
Executive Officer



Mike Schrader,
Chief Operating Officer

OUR MISSION

To improve the health and well-being of the people of the central coast by providing access to high quality medical services.

OUR VISION

Our vision is to be a national model for health care delivery; recognized for excellence in care and service, efficiency and value as a community resource.

OUR VALUES

We believe in and our actions will reflect:

- *A continuous pursuit of performance excellence*
- *Integrity in all interactions*
- *Respect and compassion for members*
- *Excellence in customer service*
- *Honest, direct, and respectful communication*
- *Responsible stewardship of resources*
- *Commitment to the community*
- *The importance of skilled and dedicated staff*
- *Professionalism with our provider partners*