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## **MJHS (Metropolitan Jewish Health System) Appoints Leading Health Care Executive to Board of Directors**

### **FOR IMMEDIATE RELEASE**

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NEW YORK— MJHS has announced the appointment of Benjamin Karsch to its board of directors.

MJHS, headquartered in Brooklyn, NY, is one of the most expansive not-for-profit health systems in the region, providing a full spectrum of health services from home care to hospice & palliative care, health plans to centers for rehabilitation and nursing care. With the help of charitable support, and building on our founding core values of compassion, dignity and respect, MJHS has devoted the last 106 years to caring for members of the community at every level of health.

“Benjamin’s impressive industry insight, marketing expertise and expansive professional network complement the board’s strong strategic counsel and development efforts,” said Ronald B. Milch, Chairman of the MJHS Board of Directors. “We welcome the contributions he will make to Board and the diverse communities we serve.”

Karsch currently serves as the Chief Marketing Officer for U.S. businesses at Cigna, a Fortune 200 health service company located in Bloomfield, CT. In this role, Karsch plays a key role on the executive team, building Cigna’s marketing function including brand and communications, digital marketing, customer experience and segment marketing. Previously, he served as the Corporate Vice President of Marketing for Las Vegas Sands Corporation, where he led the global marketing team and created first-ever structured marketing processes. Prior, he spent five years at McKinsey & Company, a top-tier strategy consultancy, serving multi-billion dollar packaged goods clients with a focus on marketing. Karsch has also held various positions at Johnson & Johnson, Kraft Foods, and The Procter & Gamble Company. He holds a Bachelor of Science degree from the Wharton School, University of Pennsylvania.

“It is an honor to join the MJHS board of directors and to support the efforts of this innovative, compassionate and visionary not-for-profit health care leader,” said Benjamin Karsch. “I have been impressed by the work of MJHS and hope to be able to contribute my marketing expertise to help drive further growth for the organization.”

Raines International Inc., one of the country’s leading executive search firms, conducted the board search.

**About MJHS (Metropolitan Jewish Health System)**

MJHS was founded in 1907 by The Four Brooklyn Ladies, who looked into the eyes of the old and sick—people in desperate need of loving kindness—and did something. They founded the Brooklyn Ladies Hebrew Home for the Aged. With the help of charitable support, the home provided poor, elderly members of the community with quality health care and a safe place to live in their time of greatest need. From that small building among the tenements, MJHS has become one of the most expansive, charitable not-for-profit health systems in the region offering home care, pediatric and adult hospice, pediatric and adult palliative care, centers for rehabilitation and nursing care, as well as adult day health care, HomeFirst managed long term care and health plans in Greater New York. Many of the programs and services are supported, in part, by grants from MJHS Foundation. For more information about the company, please visit [www.mjhs.org](http://www.mjhs.org).

**About Raines International Inc.**

Founded in 1969, Raines International Inc. is one of the country's preeminent retained executive search firms with expertise in a range of industry sectors and functional areas. Specialty Practice Areas include: Sales & Marketing, Finance, Operations, Strategy & Business Development and Diversity. The firm's client base includes some of the world's best performing companies, leading private equity firms and global not-for-profit organizations. The firm is a longstanding member of the Association of Executive Search Consultants (AESC) as well as the International Association for Corporate and Professional Recruitment (IACPR). For more information about the firm, please visit <http://www.rainesinternational.com>.

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