



Rose Krepelka, RHU[®], REBC[®]

Vice President

Rose Krepelka began her career in the insurance industry in 1982 in claims resolution and payment for a third party administrator. She rapidly advanced to corporate controller and served as a part of the management team responsible for supervising over 70 employees in all facets of healthcare claims processing and utilization review. She was also responsible for the incorporation and development of a marketing agency to promote the products of the local administrator.

In addition to the development of the agency, she served as vice president and CFO of a local preferred provider organization and assisted in contract negotiations with insurance carriers as well as medical providers and hospitals. Concurrently, she served on the steering committee with the local Medical Society and local area hospitals to evaluate the feasibility of a Local Management Services Organization.

In 1992, Rose purchased Northwood Insurance Services, Inc. from the third

party administrator and has been quite successful in negotiations with many large reinsurance carriers on behalf of her clients. After spending ten years as a solo producer Rose was ready for the next level of growth.

Rose joined InterWest in September, 2002, bringing many years and a wide variety of experience in the healthcare industry. She is truly an advocate of the clients she represents and has added yet another level of expertise to the InterWest team.

She attended California State University, Chico, and currently holds the designations of Registered Health Underwriter (RHU) and Registered Employee Benefit Consultant (REBC). She is a Leadership Chico Graduate and has served on several area boards and insurance committees for organizations throughout the community.