

Health plan celebrates 30 years

By Suzanne Sproul Staff Writer

POMONA — Inter Valley Health Plan is celebrating 30 years of doing business while helping out in the community.

That mission continued recently with its fundraising gala at the historic Fox Theatre in downtown Pomona.

Among the beneficiaries of the event was the local Make a Senior Smile program, a nonprofit that provides both life enrichment and resources to seniors.

The San Dimas-based community program matches volunteers, individuals and businesses who together want to help fulfill wishes of seniors.

This is just another avenue where Inter Valley Health Plan, a \$130 million not-for-profit HMO based in Pomona, has taken a leading role.

It got the ball rolling earlier this year when 50 employees

donated 155 hours to 13 local nonprofits.

The efforts continue Inter Valley Health Plan's long-standing commitment to the health and well-being of local seniors.

During the festivities, proclamations from Rep. David Dreier, R-San Dimas, Assemblyman Anthony Adams, R-Claremont, and the cities of Pomona and Claremont were presented.

Ronald Bolding, president and chief executive officer of Inter Valley Health Plan, attributed its three decades of success to its simple approach — thinking about who is being served.

"We put our members first. Everything we do is for our members," Bolding said. "And we are dedicated to investing in the community, not just with finances but with personalities."

That's why the company continually urges its employees to help where needed.

And the community benefits whether it's Inland Valley Hope Partners, Meals on Wheels or the American Cancer Society Thrift Store, he said.

Community service is something Bolding preaches about, and he follows what he preaches.

He is a board member for Pomona Valley Community Services and Congregational Homes Inc. and is a Rotarian. He also is a Bible Study Fellowship children's leader and has been an administrator of support for a Kenyan orphanage.

Inter Valley Health Plan also prides itself on promoting healthy senior lifestyles by providing free classes and activities.

"The idea is to maintain vital lives," he said.

Observing the 30th anniversary, Bolding said, is an ideal time for Inter Valley Health Plan to look back at where it's been and look ahead to where it's going.

