

ALLIANCE HEALTHCARD INC  
Form 8-K  
September 16, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): September 15, 2009**

**Alliance HealthCard, Inc.**

(Exact name of registrant as specified in its charter)

**GEORGIA**

(State or other Jurisdiction of  
Incorporation)

**000-30099**

(Commission File Number)

**58-2445301**

(IRS Employer Identification No.)

**900 36th Avenue, Suite 105, Norman, OK**

(Address of Principal Executive Offices)

**73072**

(Zip Code)

Registrant's telephone number, including area code: **(405) 579-8525**

**3500 Parkway Lane, Suite 720, Norcross, GA 30092**

(Former name or former address if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers**

On September 15, 2009, Benefit Marketing Solutions, a subsidiary of Alliance HealthCard, Inc., announced the appointment of Susan Matthews as their new President.

A copy of the news release announcing Ms. Matthews appointment is filed as Exhibit 99.1 hereto.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits

Exhibit No.	Description
99.1	News release dated September 15, 2009 announcing Ms. Matthews appointment with the Company SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

September 16, 2009

Alliance HealthCard, Inc.

By: /s/ Rita McKeown  
Rita McKeown, Chief Financial Officer