



Blue Cross  
Blue Shield  
of Florida

# INTER OFFICE MEMO

DISTRIBUTION LIST C  
WILLIAM M AREHART JR  
MANUAL SYSTEMS AND METHODS  
Q6C

**TO:** Distribution A, B and C

**DATE** 6/3/83

**FROM:** Harvey Matoren *HJM*

**AT:** V.P., Alternative Delivery Systems

**SUBJECT:** Management Appointment

I am pleased to announce the appointment of Markus Mueller as Manager, ADS Financial Analysis, effective June 6, 1983. In his new role reporting directly to me, Markus will be responsible for developing appropriate performance standards for our operating HMOs with the overall objective of monitoring and evaluating their performance. He will also have primary responsibility for the development of a business plan for the ADS Division which will be a critical element in determining future development efforts.

Prior to joining the ADS Division, Markus was a Financial Analyst in the Finance area at Blue Cross and Blue Shield of Florida. Before coming to BCBSF, he was the General Manager and Vice President for Interstate Auto/Truck Plaza with annual sales of \$10 million and 110 employees.

Markus received his MBA in Accounting and Finance from the University of North Florida.

I know you will join me in congratulating Markus on his new position and lend him the support necessary to contribute to the achievement of our Corporate and Divisional objectives and goals.

HJM:lw