



INTER OFFICE MEMO

TO: ALL EMPLOYEES

AT:

DATE 6/6/83

FROM: William E. Flaherty

AT:

SUBJECT: MANAGEMENT APPOINTMENT

Blue Cross and Blue Shield of Florida has become a national leader in the development and operation of electronic media claim processing systems and physician office management systems. This has been achieved through the excellent performance of the Provider Automated Services area under the direction of Charlie Scott.

For some time, we have been assessing future marketing potential and organizational development to build upon and expand the successes of Provider Automated Services. We have determined that significant opportunities exist in the area of collection, reporting and utilization of medical data to meet the needs of the health care industry. This activity will also support the development of utilization review programs for use in our private business and to market to other parties.

Leading an organization combining these diverse but inter-related activities requires a person with a high level of medical experience as well as experience in the computer sciences. Therefore, I am pleased to announce that Michael A. Jenkin, M.D., will be joining the Plan effective June 13, 1983 as Vice President, Health Industry Systems Division, reporting to Charles R. Richards, Senior Vice President, Health Industry Services. Reporting to Mike will be Charles R. Scott, Director, Provider Automated Services, and Frank Greaney, Vice President, Program Development.

Dr. Jenkin is a graduate of Dartmouth College, Hanover, New Hampshire and he received his M.D. from the Jefferson Medical College, Philadelphia, Pennsylvania. Mike has been serving as Clinical Assistant Professor, Department of Community and Family Medicine, Georgetown University School of Medicine and was Director of Medical Systems Engineering for Computer Sciences Corporation in Washington, D.C. Mike's clinical experience included special emphasis in the field of cardiac surgery. He has done extensive work dedicated to the application of computers to medical care and has designed and developed integrated health information systems for large health care organizations and hospitals.

Please join with me in welcoming Dr. Jenkin to Blue Cross and Blue Shield and in extending to him our support and cooperation in his new responsibilities.

-- William E. Flaherty

WEF/jr