



INTER OFFICE MEMO

WILLIAM M. BREHART

DBE

TO: DISTRIBUTION LISTS A,B,C AT:

DATE 12/16/83

FROM: JOHN M. PETERSON *JMP* AT: ADS DEVELOPMENT - 10C

SUBJECT: APPOINTMENT OF WAYNE STEPHENS TO HMO PROJECT DIRECTOR

I take great pleasure in announcing that Mr. Wayne Stephens will be joining Blue Cross and Blue Shield of Florida and the ADS Development Department, effective January 3, 1984, in the position of Project Director for our development of the Jacksonville HMO. Wayne will be reporting directly to me during the development period.

In his position as Project Director for the Jacksonville HMO, Wayne will be responsible for all the day-to-day affairs of the development project. Members of my staff will be supporting Wayne in his development activities until he is able to recruit and hire the staff that will be needed for initial operations.

Wayne comes to us from Blue Cross and Blue Shield of Atlanta where he has been Assistant Vice President for Alternative Delivery System Development. Prior to this position, for seven years he was the Executive Director of HealthCare, Inc., a group model HMO in Atlanta, Ga. He developed this HMO from the inception and its enrollment when he left was approximately 20,000 members with 13 primary care physicians. Prior to starting HealthCare, Inc., Wayne had Executive Directorships for organizations that provided residential treatment programs for adolescence and children.

Wayne has a Bachelor of Arts Degree in Sociology and a Masters Degree in Social Work from San Diego State College. He has been President of the Georgia Association of HMOs and he is very active in community affairs.

I am sure that you will join me in welcoming Wayne to Blue Cross and Blue Shield of Florida and continue to provide your excellent cooperation and support in his activities as you have to the ADS Division. He may be reached at extension 6087.

JMP/eem