



INTER OFFICE MEMO

TO: WILLIAM M. BREHART AT: DBC DATE 2/6/84
FROM: Harvey J. Matoren *HJM* AT: V.P., Alternative Delivery Systems
SUBJECT: Organizational Appointments

During the past six to nine months, significant progress has been made regarding the development and implementation of a Medicare Demonstration Program for our affiliated HMO, South Florida Group Health. The need to be responsive to the rapidly changing delivery system environment has been recognized by the Health Care Financing Administration (HCFA) in encouraging Medicare beneficiaries to enroll in HMOs. We are very encouraged by the opportunity to participate in this program with our HMO serving Dade County.

Much of the work accomplished over these last months has been largely because of the efforts of both Margaret Svenson, who had overall responsibility for the projects, and Marion Tischler, who worked with Margaret. It has been an extremely difficult job, and both Margaret and Marion have persevered with a program to which they are personally committed and which will benefit South Florida Group Health and Blue Cross and Blue Shield of Florida.

In recognition of their outstanding performances, I am pleased to appoint Margaret Svenson as Director of ADS Government Programs and Marion Tischler as Program Manager within the ADS Government Programs Department. Margaret has been on loan to the ADS Division from the office of the Sr. Vice President, Health Industry Services, as a Consultant for the last ten months. Marion has been a Research Associate and was involved with the early HMO development three years ago prior to her special assignment with the PSAM activity.

The ADS Government Programs Department will continue to be responsible for coordinating the Medicare Demonstration Program implementation as well as exploring new ADS government program alternatives. Reporting responsibilities will continue as before, with Marion reporting directly to Margaret and Margaret reporting to the Vice President, Alternative Delivery Systems.

HJM:lw

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