



INTER OFFICE MEMO

TO: All Employees

AT:

DATE 4/25/85

FROM: William E. Flaherty

AT:

SUBJECT: ORGANIZATION ANNOUNCEMENT

As part of the strategy for implementing the statewide HMO network, HEALTH OPTIONS, INC., the ADS Division is presently being reorganized and will effectively become the corporate staff for HEALTH OPTIONS, Inc., the BCBSF wholly-owned HMO subsidiary. I am pleased to announce the appointment of John M. Peterson as Vice President of HMO Development, HEALTH OPTIONS, Inc. This appointment is the first of several appointments that will be made over the next sixty days with regard to implementing the statewide HMO activity through HEALTH OPTIONS, Inc.

John joined Blue Cross and Blue Shield of Florida in October 1980 and has been intimately involved in a leadership capacity with regard to our HMO development. He will continue to have overall accountability for HMO development with the primary responsibility of implementing the statewide HMO network. John will report directly to Harvey Matoren, Senior Vice President, Health Maintenance Organizations for Blue Cross and Blue Shield of Florida, Inc., and President of HEALTH OPTIONS, Inc. This appointment is effective May 1, 1985.

Please join me in extending your best wishes and continuing support to John in his new role.

Bill Flaherty
-- W. E. Flaherty 

WEF/jr

Distribution: A - F