



Blue Cross  
Blue Shield  
of Florida

# INTER OFFICE MEMO

**TO:** To All Employees

**AT:**

**DATE** 11/11/85

**FROM:** Tony Hubbard *JPH*

**AT:** Cost Containment

**SUBJECT:** ORGANIZATIONAL ANNOUNCEMENTS

The following changes in the Purchasing of Hospital Services organization are effective immediately:

I have appointed Carl Homer Director of Professional Reimbursement and Audit. Carl comes to the Division from Planning and Research where, for the last five months, he was Manager of Corporate Research. For the previous six years he was Assistant Professor in the Department of Health Services Administration, University of Florida. Carl holds Masters and Ph.D degrees from the Graduate School of Management, Cornell University.

Beverly O'Steen is named Director of Institutional Reimbursement. She has been with the Plan since August 1984 as Manager of Program Development in the Institutional Reimbursement Department. Prior to joining the Plan, Beverly worked in Administration at Shands Hospital and in a variety of clinical settings as an Occupational Therapist. She holds Masters Degrees in Business Administration and Health Services Administration from the University of Florida.

Please offer Carl and Beverly your support and cooperation as they assume their new responsibilities.

TH/dms