



Blue Cross
Blue Shield
of Florida

INTER OFFICE MEMO

TO: All Employees

DATE 12/5/85

FROM: William E. Flaherty

SUBJECT: MANAGEMENT APPOINTMENT

I am pleased to announce the appointment of Charles R. Scott to Senior Vice President, Health Industry Services, effective immediately. In this capacity, he will report directly to the president. This appointment is part of our continuing effort to match the capabilities of our management to the high-priority work of the corporation. Also, it recognizes the excellent progress being made in H.I.S.

Charlie's high-priority assignments will include coordinating corporate strategy and program development for the Purchasing of Hospital Services with the Purchasing of Professional Services and Utilization Benefits Management. A continuing review of the marketplace further emphasizes the need to gain a competitive advantage by lowering the cost of our programs. Essential to such a cost reduction are the three programs of Purchasing Hospital Services, Purchasing Physician Services and Utilization and Benefits Management.

Concurrent with this appointment, the leadership responsibility within Executive Staff for developing our strategy on Purchasing of Professional Services will transfer from Bill Dodd to Charlie Scott. However, Bill will remain active in this effort due to his long experience and keen insight into the issues associated with physician services.

All those units now reporting to Charlie Scott in his "acting" capacity will continue to report to him.

Please join with me in recognizing the tremendous contributions of Charlie and his management team over the past few months and in offering our continued support and assistance.

-- W. E. Flaherty

WEF/jr

Distribution A thru F