



Blue Cross
Blue Shield
of Florida

INTER OFFICE MEMO

TO: All Employees

AT:

DATE 12/18/85

FROM: W. E. Flaherty

AT:

SUBJECT: MANAGEMENT APPOINTMENT

I am pleased to announce the appointment of Keith Coker as President of Provider Automated Services. In this capacity Keith will report to the Corporate organization through Health Industry Services under the leadership of Charles R. Scott, Senior Vice President. Keith has been Acting President of Provider Automated Services since September and, prior to that assignment, was in charge of all sales activities for Provider Automated Services.

Over the months Keith has been Acting President, he has demonstrated his ability to provide leadership to Provider Automated Services to meet established goals and objectives and to develop strategies that will ensure continued success for PAS in the future.

Your support and assistance will be very important to Keith as he assumes these added responsibilities.

--William E. Flaherty

WEF/br

Distribution A through F