



Blue Cross
Blue Shield
of Florida

INTER OFFICE MEMO

TO: BILL BREHART
FROM: Pamela L. Kirk
SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

AT: 1ST
AT: Director, Public Issue Analysis
and Planning

DATE 1/20/86

The Public Issue Analysis and Planning Division was established in 1985 to identify and analyze public issues in order to develop Corporate positions, to monitor and evaluate public perceptions, and to provide a source of opinion and attitude research to other areas of the Corporation. During the past eight months, while providing research and analytical support to the Group, the division has been developing standard methodologies for dealing with these operations.

With the restructure of the Public Affairs Group, some divisional changes have also been necessary in Public Issue Analysis and Planning. Effective January 13, Melissa Rehfus has been promoted to Manager, Public Issues Research. Melissa has been with Blue Cross and Blue Shield of Florida as Senior Policy Analyst since August and has made considerable contributions to the division. She has a graduate degree from Northwestern University. Her duties will include managing public opinion and advertising research as well as development of position papers for the Public Affairs Group. Melissa can be reached at extension 6255.

Jeanne LaSala has been promoted to Research Analyst and will report to Melissa Rehfus. Jeanne has worked in the Public Issues Research and Communications departments since she joined the company in October 1984. Her responsibilities will include project management and coordination for the Public Issues Research area. Jeanne can be contacted at extension 6189.

Please join me in congratulating Melissa and Jeanne as they assume their new responsibilities.

PLK/gg1

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