Blue Cross Blue Shield of Florida

INTER OFFICE MEMO

TO: All Employees   AT: DATE 3/11/86

FROM: W. E. Flaherty   AT:

SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

Over the past several months the emphasis within our Medical Affairs Division has shifted from a primary focus on Medicare to one that addresses the problems and opportunities in Private Business and to an environment utilizing computer assisted approaches to Medical Policy Coding and other important assets of Medical Affairs.

These changes present significant challenges to us in the future and we are fortunate to have on our staff someone who is eminently qualified to assume responsibilities for the new role Medical Affairs will play within the Corporation. I am pleased to announce that Dr. William Kirby, Jr. will assume the responsibilities of Vice President, Medical Affairs Division, effective March 31, 1986. In that capacity Dr. Kirby will report directly to Charles R. Scott, Senior Vice President, Health Industry Services.

Dr. Richard Dever will continue to play an important role as a Medical Director reporting to Dr. Kirby. The insights and knowledge that Dr. Dever possesses will be extremely helpful to Dr. Kirby and will contribute to the success of that Division.

Dr. William H. Kirby, Jr. has training and experience in engineering and internal medicine. Following several years in clinical practice, he served as Chief of the Biophysics Laboratory in the Department of Defense, later heading up Health Services Research for the Veterans Administration. He was then appointed as Director of Technological Resources Development and Program Implementation on the staff of the Assistant Secretary of Health with the U.S. Department of Health and Human Services. He returned to industry serving as Corporate Director of Medical Affairs for Control Data Corporation for domestic and international business. He has served as an independent consultant for HCFA, academic institutions, and private industry.

Please extend to Dr. Kirby your cooperation in fulfilling his new responsibilities.

CRS/kkl

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