



Blue Cross
Blue Shield
of Florida

INTER OFFICE MEMO

TO: All Employees

AT:

DATE 4/4/86

FROM: Charles R. Scott

AT:

SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

As the careful analysis of the organizational effectiveness of the Health Industry Services Group continues, there is a critical need for a division to be responsible for the external services rendered by Health Industry Services. In order to meet this need, a division has been established that will bear the title "HIS Field Services". This division will focus on creating and maintaining positive business relationships with professionals, providers, and related health care organizations and for rendering services that will add significant value to our products.

Effective immediately, Ron Marley will be Director of the HIS Field Services Division. Ron has a strong management background gained through his years of military experience and his career at Blue Cross and Blue Shield of Florida. He holds an Electrical Engineering degree from VMI and a Masters Degree in Public Administration from the University of Missouri-Kansas City. He comes to HIS from Facilities and Office Services.

Ron will initially be located in Deerwood in the Professional and Provider Relations area. As Field Services functions are developed from the consolidation of PPO services and other appropriate activities with those formerly conducted by the Professional and Provider Relations staff, we anticipate the evolution of a new and dynamic organization which will be vital to Blue Cross and Blue Shield of Florida's ability to win in the marketplace.

We welcome Ron to the Health Industry Services group and look forward to working with him in this new position. Please join me in extending support and cooperation to Ron as he assumes his new responsibilities.

CRS/kk1

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