Performance Analysis AUG 15 1986

Blue Cross Blue Shield of Florida

INTER OFFICE MEMO

TO: All Employees AT: DATE 8/14/86

FROM: W. E. Flaherty AT:

SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

Through the strategic planning process, it has become increasingly clear that the changing nature of our business has created a need for a high degree of expertise and experience in the area of health law. It is critical to the ongoing success of the organization that we be more effective in helping shape a body of law and regulation which encourages the continued growth and development of initiatives such as HMO, PPO, CMP, and the Purchasing of Health Care Services.

I am very pleased to announce the appointment of Tom Stanley to the position of Vice President of Regulatory Affairs. In his current position, Tom has established excellent working relationships with the State Insurance Department and with other regulatory agencies. Such ongoing relationships are critical to the continued success of Blue Cross and Blue Shield of Florida as we move more into managed care and other ventures in response to the rapidly changing marketplace. We are fortunate to have on staff an individual who has clearly demonstrated the ability to work effectively in the legal and regulatory arena on a number of complex and critical issues.

Tom will report directly to the open position of Vice President and General Counsel. In the interim, Tom will report to Charles R. Scott, Senior Vice President of Health Industry Services.

With this appointment, we recognize the increasing importance of the work to be done in the legal and regulatory environment, as well as the hard work and dedication of one of our valued employees. Please join me in offering Tom your continued cooperation and support as he begins his new assignment.

-- W. E. Flaherty

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