



INTER OFFICE MEMO

TO: KAREN NUBER AT: 14T DATE 8/20/86
 FROM: B. SEBOK B. BENEVENTO AT: HIS FIELD SERVICES
 SUBJECT: REORGANIZATIONAL STRUCTURE

Health Industry Field Services was organized during the past several months to be the external spokesperson for Blue Cross and Blue Shield of Florida, Inc. with health care professionals and providers. This reorganization combined Preferred Provider Organization's Field Staff with Professional and Provider Relations staff. As a result of these changes, we are pleased to announce the new managers:

Jacksonville

Robert King is the Manager of HIS Field Services in Jacksonville. Robert started his career at Blue Cross and Blue Shield of Florida as a Professional Relations Representative in 1982. Robert most recently had been Manager of Professional Relations in Ft. Lauderdale. Robert can be reached at (904) 739-4553.

Pensacola

Mike O'Farrell joined Blue Cross and Blue Shield of Florida in 1968. Mike has held various positions in the Professional and Provider Relations Department including Manager of Provider Relations. Mike also worked for five years as the Account Manager for a large multi-specialty clinic in Pensacola. Mike can be reached at (904) 477-5744.

Orlando

Lynn Gonzalez is the Manager of HIS Field Services in Orlando. Lynn, both an R.N. and an Advanced Registered Nurse Practitioner, received her masters degree in Health Services Administration from Florida International University. Lynn joined Blue Cross and Blue Shield of Florida as the PPO Manager in the Central Region. She has fifteen years of experience in Florida health care. Lynn can be reached at (305) 894-4620.

Tampa

Rick Werner joined Blue Cross and Blue Shield of Florida as a Marketing Account Executive in 1982. In 1985, Rick was named Manager of Preferred Patient Care for the Tampa area. Prior to working at the Florida Plan, Rick was a Marketing Manager for Blue Cross of Northwest Ohio for four years. Rick is the Manager of HIS Field Services in Tampa and can be reached at (813) 873-2099.

Ft. Lauderdale

Gene Funkhouser, originally from the Washington, D.C. area, moved to Miami

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in October, 1984. He joined Blue Cross and Blue Shield of Florida in January, 1985 as a Provider Relations Representative. In Gene's first year with Blue Cross and Blue Shield, he was chosen as the Provider Relations Representative of the year. In June, 1986, Gene was promoted to Health Industry Services/Field Services Manager of the Ft. Lauderdale Branch Office. Gene can be contacted at (305) 491-7576.

Miami

Sandra Burman is Manager of HIS Field Services in Miami. Sandra has been with the Florida Plan for five years as Manager of Preferred Patient Care, Manager of Provider Relations and Manager of Professional Relations. Before joining the Florida Plan, Sandy was with the Delaware Plan as a Utilization Review Representative. Sandy's telephone number is (305) 591-3030.

We have also attached for your information and referencing, a copy of our Organizational Chart and a Territory Alignment of our Representatives.

BS/BB/dj

attachments

Distribution A-E

HIS FIELD SERVICES
TERRITORY ALIGNMENT

<u>NAME</u>	<u>LOCATION</u>	<u>PHONE #</u>	<u>AREA OF RESPONSIBILITY</u>
Barbara Benevento, Director	Jacksonville	(904) 739-4555	NORTHERN REGION
Robert King, Manager	Jacksonville	(904) 739-4553	
Steve Johnson	Jacksonville	(904) 739-4522	Marion, Alachua, Clay, and Putnam
Victoria Bloodworth	Jacksonville	(904) 739-4525	West Duval, Baker, Nassau, Union, Columbia, Hamilton, Suwannee, Madison, and Lafayette
Jim Peaks	Jacksonville	(904) 739-6113	East Duval, St. Johns, Gilchrist, Levy, Citrus, Dixie and Sumter
Mike O'Farrell, Manager	Pensacola	(904) 477-5998	
Debbie Chandler	Pensacola	(904) 477-5744	Escambia, Santa Rosa, Okaloosa, and Walton
Edith Bowden	Tallahassee	(904) 385-0292	Leon, Taylor, Gadsden, Calhoun, Bay, Franklin, Gulf, Holmes, Jackson, Jefferson, Liberty, Wakulla and Washington
Lynn Gonzalez, Manager	Orlando	(305) 894-4620	
Ron Fisher	Orlando	(305) 894-4620	Volusia, Flagler, Seminole (and Florida Hospital (3)
Barbara Strode	Orlando	(305) 894-4620	Brevard, Lake and Osceola
Bea Schemer	Orlando	(305) 894-4620	Orange County to exclude Florida Hospital
Bob Sebok, Director	Ft. Lauderdale	(305) 491-7576	SOUTHERN REGION
Rick Werner, Manager	Tampa	(813) 873-2099	
Bob Cooper, Field Svc. Spec.	Tampa	(813) 876-4362	
Bob Clark	Tampa	(813) 876-4362	Hernando, Pasco and Polk
Tom Williams	Tampa	(813) 876-4362	Hillsborough
Kelly Palmer	Tampa	(813) 876-4362	Hillsborough
John Rehholtz	St. Petersburg	(813) 577-9985	Pinellas
Dave Stroupe	St. Petersburg	(813) 577-9985	Pinellas
Jack Egan	Sarasota	(813) 924-4151	Manatee, Hardee, Highlands, Sarasota, Desoto, Charlotte, Glades, Lee, Hendry and Collier
Gene Funkhouser, Manager	Ft. Lauderdale	(305) 491-7576	
Becky Gay, Field Svc. Spec.	Ft. Lauderdale	(305) 491-7576	
Jill Levine	Ft. Lauderdale	(305) 491-7576	Broward
Ingrid Goetz	Ft. Lauderdale	(305) 491-7576	Broward
Stuart Baumel	West Palm Beach	(305) 684-1139	Martin, St. Lucie, Indian River, Okeechobee
Carol Hamm	West Palm Beach	(305) 684-1139	Palm Beach
Sandy Burman, Manager	Miami	(305) 591-3030	
Smith Coffey	Miami	(305) 591-3030	Monroe and Dade
Elyse Marcus	Miami	(305) 591-3030	Dade
Meryl Spennacchio	Miami	(305) 591-3030	Dade