



INTER OFFICE MEMO

TO: BILL AREHART

AT: 15T

DATE 12/18/86

FROM: RICHARD E. WARNER *REW* AT: CUSTOMER SERVICE

SUBJECT: MANAGEMENT APPOINTMENTS

I would like to take this opportunity to announce Management Appointments recently made in the Customer Service Department.

Dianne Davis has been promoted to the position of Manager of Direct Inquiries. In this position, Dianne will have responsibility for serving as leader in providing Superior Service to customers served by the General Telephone Information, Provider Information, Lobby and Inquiry Control areas.

Dianne has served the corporation for seventeen years in a variety of positions. Most recently, Dianne served as Manager of Field Office Support. In this capacity, Dianne was responsible for developing and implementing programs which assisted the corporation in providing enhanced service to our customers. Most notable of these was her implementation of the Electronic Post Office, an automated communication network. This effort has reduced our use of paper for communication and substantially improved our ability to respond to customer inquiries and concerns. Dianne may be reached at extension 8440.

Martha Aderhold has been appointed to the position of Manager of the National Accounts Disallow Unit. This unit is responsible for insuring that claims paid for national account clients satisfy stringent data quality standards, and for insuring that claims which do not meet these standards are corrected. This assignment requires extensive coordination and communication within the corporation and with other Plans throughout the country.

Martha joined Blue Cross and Blue Shield of Florida, Inc. in 1966 and has held a variety of line and staff positions. She has most recently served as Manager of Group Inquiries. In this position, she was successful in leading a performance improvement effort which significantly enhanced our image with Federal and Local Group employees. Martha may be reached at extension 6597.

Please join me in congratulating Dianne and Martha on their appointments and in providing them with support in their new positions.

REW/as

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