Blue Cross Blue Shield of Florida

INTER OFFICE MEMO

TO: All Employees AT: DATE 6/8/87

FROM: Tony Hubbard AT: Health Care Systems

SUBJECT: ORGANIZATIONAL ANNOUNCEMENTS

I am pleased to announce the following changes in the Health Care Systems area.

Carl Homer is the new Director of Professional Health Care Programs, which combines the areas of Professional Reimbursement and Health Care Audit. Carl has served as Director of Professional Reimbursement for the past one and a half years and is responsible for the initiation of of our new Purchasing of Physician Services (PPS) Program.

Carl's new duties include overall direction of PPS and of the Health Care Audit area. He also will continue to work with Legal Affairs and Governmental Relations in developing the corporate position and policy on indigent care and to represent the Plan in various governmental activities, such as the Speakers' Advisory Committee on the Future.

Vickie Bankhead is the new Director of Healthcare Audit Services reporting to Carl Homer. Vickie has been with the Plan for four years, the last two and half as Manager of HAS-Northern Region. She has also served as Manager of Professional/Provider Reimbursement for PPO Development and as a Charge Auditor in the Miami office. Before coming to Blue Cross and Blue Shield of Florida, Vickie held several positions in health planning agencies.

The Professional Reimbursement Department has both a new Director and a new name. To represent more accurately the prudent purchasing orientation of the department it has been renamed Purchasing of Professional Services. The department is responsible for development, administration, and evaluation of payment programs for physicians and other professional healthcare providers. In this role, Purchasing of Professional Services will continue to provide leadership and consultation regarding the pricing and payment of professional services.

Greg Pascoe is the new Director of Purchasing of Professional Services reporting to Carl Homer. Greg joined the Florida Plan three years ago, and has worked in Market Research, Health Options, and Institutional Reimbursement. Most recently Greg was the Manager of Program Development in Institutional Reimbursement, with responsibilities for the Purchasing of Hospital Services program.

Carl's, Vickie's and Greg's leadership will be crucial to our success in developing new purchasing programs. I urge you to offer them your congratulations and your support in carrying out their new responsibilities.

TH/sl

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