



# INTER OFFICE MEMO

**TO:** BILL AREHART  
**FROM:** Harvey J. Matoren *HJM*  
**SUBJECT:** Promotional Appointment

**AT:** 15T  
**DATE** 7/23/87  
**AT:** President, Health Options, Inc.

I am delighted to announce that Richard M. Smith has been promoted to the position of Regional Vice President of Health Options, Inc., effective July 20, 1987. This appointment is in recognition of the outstanding results that have been achieved for Health Options in South Florida as a result of Dick's able leadership. Dick joined Health Options in March of 1986, as Executive Director of our Dade County HMO program, which had approximately 20,000 members and was not profitable. Today Health Options of South Florida has in excess of 60,000 members, is generating an operating surplus, and is operational in Dade, Broward and Palm Beach Counties.

This appointment is also a recognition of the excellent hard work and accomplishments of the entire staff of Health Options of South Florida. Please join me in congratulating Dick on his promotion and in continuing to provide your support and commitment to the ongoing growth and success of Health Options of South Florida and to our statewide operations. Dick will continue to report directly to John Peterson, Vice President of Operations.

HJM:lw

Distribution: A - E