



Blue Cross
Blue Shield

INTER OFFICE MEMO

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TO:

DATE 6/24/88

FROM:

Tom Dunn *TDW*

AT:

National and Special Market Operations

SUBJECT:

ORGANIZATION ANNOUNCEMENT

I am pleased to announce the appointment of Vickie Bankhead as Director of State Group Operations, effective June 13, 1988. Vickie will have responsibility for State Group Claims and Customer Service.

As has been stated in previous communications, PBO has been divided into three market segments: Local Market Operations, National/Special Market Operations and Direct Market Operations. Commitment has come from all levels of the corporation to make the implementation of Market Segmentation a smooth and successful process. Market segmentation is bringing about many necessary changes in the organization so that we may more effectively identify and respond to the needs of our customers.

Vickie joined Blue Cross and Blue Shield of Florida in March, 1983, as a Hospital Charge Auditor. In February, 1984, she was promoted to Manager of Professional and Provider Relations and Reimbursement for PPO Development. After working through the early phases of PPO contracting efforts, Vickie became Manager of Institutional Audit in November, 1984. In May, 1987, Vickie became Director of Healthcare Audit Services. Vickie received her undergraduate degree from Southern Methodist University in Dallas, Texas.

Vickie will be a great asset to the National and Special Market Operations Division. Please join me in congratulating Vickie on her new assignment and providing your support to her in serving our largest group of customers.

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