



WILLIAM M AREHART JR
DIR MKT INFO&DV
0428 FC2 FLOOR 04

INTER OFFICE MEMO

DATE 9/25/91

FROM: Bruce A. Davidson *BAV*
Richard L. Thomas *RT* AT:

SUBJECT: ORGANIZATION ANNOUNCEMENT

We are pleased to announce the appointment of Tom Causer to the position of Director, Government Programs Business Development effective October 1, 1991. In his new position, Tom will report directly to Bruce Davidson, Senior Vice President of Government Programs. Tom will initially be concentrating on business ventures related to the Medicare administration market, including technology oriented initiatives such as the Florida Shared System (FSS), Common Working File (CWF) and remote processing. To ensure a partnership for success in these various initiatives, effective coordination and communication between BCBSF and the various contractors and entities is essential. Tom's responsibilities will include particular attention to building relationships with the management of the Plans throughout the country and with our user groups.

Tom joined BCBSF in 1984 and has served in Director roles in Corporate Planning and Budget and in Major Accounts Administration in Marketing. Prior to joining BCBSF, Tom helped form Management Data Communications Corporation (MDC) and held several management positions with MDC including Director of Government Programs and Director of Marketing Support and Planning. He also has previous experience with the Blue Cross Blue Shield Association and with EDS.

Tom's new role requires immediate attention and efforts are currently underway to fill his previous position as Director of Corporate Planning and Budget. On an interim basis, the planning and budget responsibilities will be shared by Rod Lee and Dave Knopsnyder who will report to Carl Demery, Vice President of Financial Planning and Performance Reporting.

Please join us in lending support to Tom in his new assignment and responsibilities. Tom will be temporarily located on 12-T in the home office complex and can be reached at extension 6474.

Distribution: A - E