



Blue Cross  
Blue Shield

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

# INTER OFFICE MEMO

TO:

DATE 11/12/91

FROM:

W. E. Flaherty

AT:

SUBJECT:

ORGANIZATION ANNOUNCEMENT

I am pleased to announce that William Parham, M. D. has been promoted to the position of Vice President, Medical Affairs, succeeding Bob Lufrano. Dr. Parham will report to Ken Otis.

Bill joined the organization in January 1991 as Corporate Medical Director responsible for supporting Program and Product Management, the Regions, Private Business Operations, Human Resources, Legal and Public Affairs. He has broad knowledge of healthcare delivery; his prior management experience and strong interpersonal skills have allowed him to contribute significantly to our organization.

Prior to joining Blue Cross Blue Shield of Florida, Dr. Parham held several positions at West Suburban Hospital Medical Center in Oak Park, Illinois and Wellesley Medical Management, Inc. in Wellesley, Massachusetts.

Paul Barnes, Director of Medical Policy, will now report to Tom Stanley, Vice President - Program Management. This realignment was made to provide continuity on this very important project, and reflects Tom's involvement with the Medical Policy Workgroup from its inception.

Please join me in extending to Dr. Parham our congratulations, support and cooperation.

-- William E. Flaherty

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