



Blue Cross  
Blue Shield

WILLIAM M AREHART JR  
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## INTER OFFICE MEMO

TO:

DATE

2/11/92

FROM: Ken Otis

AT:

SUBJECT: ORGANIZATION CHANGE

I am pleased to announce that Mr. Ernie Brodsky, Vice President of Product Management, will assume the post of Regional Vice President of the Northeast Region and Mr. Kenneth Sellers, Regional Vice President of the Northeast Region, will assume the post of Vice President Product Management. This move will become effective February 10.

This rotation recognizes the significant accomplishments and contribution of these two highly respected officers, and is intended to provide developmental opportunities for both Ken and Ernie to learn and contribute in very different settings. I am confident that this move will both benefit these individuals in their career development, and strengthen the organization by bringing fresh perspective and energy to both our marketing and regional operations.

Ernie Brodsky joined Blue Cross Blue Shield of Florida in 1981 and has a broad range of health care financing experience. He has managed areas responsible for hospital reimbursement, audit, sales and marketing. In 1986 Ernie was named Vice President responsible for our PPO product line, and in July 1989 became Vice President - Product Management. Prior to joining Blue Cross, Ernie was Assistant Executive Director of St. Luke's Hospital in Jacksonville.

Ken Sellers joined Blue Cross Blue Shield of Florida in August of 1988 as Executive Director of Health Options Jacksonville. In April 1989 he was appointed Regional Vice President of the Northeast Region. Prior to joining Blue Cross, Ken served in various positions including Vice President and Chief Operating Officer of Florida-HealthWin and Executive Vice President of Riverside Hospital.

Please join me in extending to Ken and Ernie our congratulations, support and cooperation.

KCO/jdf

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