Blue Cross Blue Shield of Florida

INTER OFFICE MEMO

TO: All Employees AT: DATE 5/15/90

FROM: Tom Stanley Tom AT: V.P., Health Care Program Management

SUBJECT: **ORGANIZATIONAL ANNOUNCEMENT**

As Blue Cross and Blue Shield of Florida continues to evolve as a health care financing and management company, an area responsible for the strategic leadership and design and development of innovative programs to manage health care costs across all of our lines of business (Traditional, PPO and HMO) has been established. This area is called the Health Care Program Management Division.

This Division has incorporated areas of Cost Containment, Utilization and Benefits Management, PPO and HMO. The organizational structure that has evolved consists of five departments:

- Institutional Health Care Program Management headed by Debra MacClennan. This area will be responsible for managing the purchasing component of health care costs with hospitals and other types of institutional providers.

- Professional Health Care Program Management headed by Carl Homer. This area will be responsible for management of the purchasing component of health care costs with physicians and other professionals.

- Allied Health Provider Program Management headed by Paul Mitalas. This area will be responsible for management of costs of hybrid type providers that are not institutions or professionals.

- Utilization and Quality Management headed by Larry Tremonti. This area will be responsible for developing and implementing programs that focus on the use and quality of health care services.

- Health Care Program Planning and Support headed by Ed Keiser. This area will provide the strategic planning and data analysis that will help us to focus on areas where our returns are the greatest.

The Division will be working closely with the five Regional Offices, Product Management, Marketing, PBO and Legal as well as other corporate areas, as they develop programs that are consistent with the corporate mission and goals.

Please join me in providing your continued support to the Health Care Program Management staff as we continue to refine our organization. I have enclosed an organizational chart for your information.

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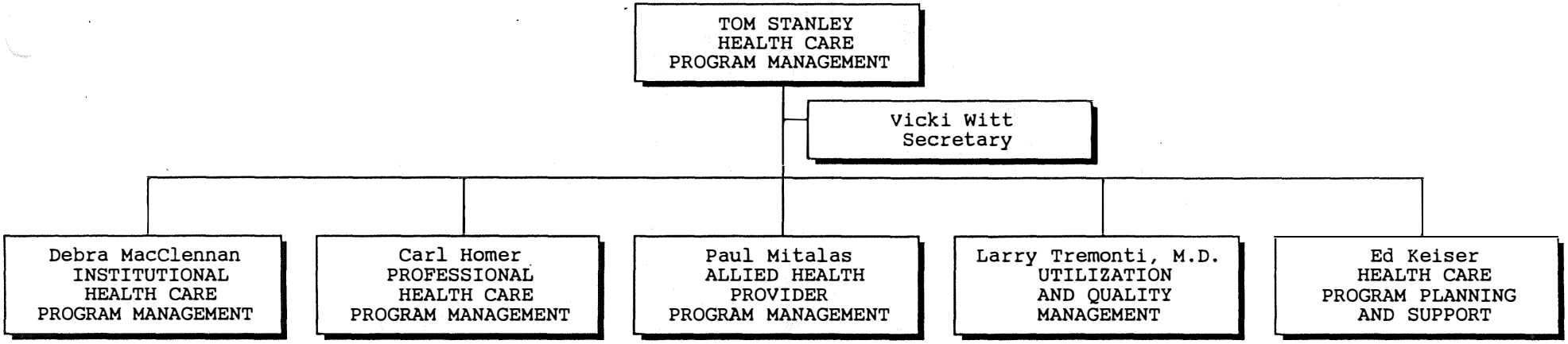
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Secretary
Debra MacClennan
INSTITUTIONAL
HEALTH CARE
PROGRAM MANAGEMENT
Carl Homer
PROFESSIONAL
HEALTH CARE
PROGRAM MANAGEMENT
Paul Mitalas
ALLIED HEALTH
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MANAGEMENT
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PROGRAM PLANNING
AND SUPPORT