



INTER OFFICE MEMO

Communications - 9T

TO: Distribution **DATE:** 8/1/96

FROM: Susan Towler, Communications

SUBJECT: **Draft News Release Announcing Health Systems Design Selection**

Attached for your review and approval is a draft news release developed by Health Systems Design to announce BCBSF's selection of their company as one of our core business software providers. This communication was developed in consultation with HCAP and Systems staff.

This news release will be distributed by Health Systems Design on their company letterhead. The spokesperson will be Richard Auger, Health Systems Design's chairman and chief executive officer.

This release will be distributed the week of August 5.

If you have any questions or comments, please contact me on extension 16803. Thank you.

Distribution:

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cc: Catherine Kelly
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Harold Barnett
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(To be placed on Health Systems Design Letterhead)

FOR IMMEDIATE RELEASE
AUGUST 7, 1996

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BLUE CROSS AND BLUE SHIELD OF FLORIDA
CHOOSES HEALTH SYSTEMS DESIGN
Diamond Client/Server Will Scale to 2.0 Million Lives

OAKLAND, CA, August 2, 1996 — Blue Cross and Blue Shield of Florida (BCBSF) has selected Health Systems Design (HSD) as one of its core business software providers. BCBSF will begin installing *Diamond Client/Server* to support its statewide business.

Plans are for *Diamond Client/Server* to support BCBSF's coverage of 2.0 million members. The comprehensive system will process medical claims, capitation and risk pool accounting, as well as other operational functions. *Diamond Client/Server* will manage a majority of BCBSF's lines of business, including HMO, PPO and fee-for-service plans.

"We value long-term partnerships with our providers and customers, and that same philosophy carries over to our vendors," said Don Hardeman, director, information technology department for BCBSF. "Health Systems Design can support our business now, and as it grows over time."

"We think our expertise in designing, installing and supporting systems can help Blue Cross and Blue Shield of Florida turn its vision of the future into reality," said Richard Auger, HSD's chairman and chief executive officer. "It's an innovative organization with ambitious goals," he said.

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