

News Release



A - J.W. HERBERT
PRESIDENT

Blue Cross
Blue Shield

Communications Department
P.O. Box 1798
10M 12 Riverside Avenue
Jacksonville, Florida 32231
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FOR IMMEDIATE RELEASE
(With Photo)

FOR FURTHER INFORMATION CONTACT:

A. D. Mancini (904) 791-6122
G. C. Dyer (904) 791-6189

Delaware Executive Named as New President Of Florida Blue Cross & Blue Shield

William E. Flaherty, 43, President of Blue Cross & Blue Shield of Delaware the past 3½ years and a former Executive Vice President of Blue Cross of Michigan, has been named the new president of Blue Cross & Blue Shield of Florida.

He will succeed J. W. Herbert, President of the Florida Plans since 1970 who will be retiring after 33 years total service with Blue Cross & Blue Shield Plans in Florida and Chicago. Flaherty will assume the presidency of the Florida Plans on January 15, 1979.

Flaherty began his career in business research with the J.L. Hudson Division of Dayton-Hudson Corporation. He was later involved in sales forecasting with Chrysler Corporation and in 1961 joined Blue Shield of Michigan as Manager of Marketing Research. The following year he joined Blue Cross of Michigan as Sales Manager for district offices, and later was promoted successively to General Sales Manager, Director of Corporate Planning and Employee Relations, and Vice President, Administration. He then moved to the presidency of Delaware Blue Cross & Blue Shield in March, 1975.

Married and the father of five children, Flaherty received a B.A. Degree and has taken extensive graduate work in Economics at Wayne State University, Detroit. He also has worked with the Industrial Relations Center of the University of Chicago since 1963 in the areas of management and organization development.

His community activities in Delaware included the Wilmington Rotary Club, the United Way, and the Statewide Health Coordinating Council. In Detroit, he was a member of the Boards of Directors of Red Cross, Wayne County Catholic Social Services, Budget Review Committee of United Community Services, and Marygrove College.