

News Release



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CONTACT: Patrick McCabe
(904) 791-6123
S. Martin Filipowski
(904) 791-8075

BCBSF EXECUTIVE NAMED PRESIDENT OF FLORIDA HMO ASSOCIATION

JACKSONVILLE -- The Florida Association of Health Maintenance Organizations (FAHMO) has appointed Blue Cross and Blue Shield of Florida (BCBSF) executive Ken Sellers as its president for 1993.

"I look forward to ensuring that FAHMO continues to serve as a forum for the exchange of ideas and information," Sellers said. "As the discussion on health care reform continues, FAHMO will actively follow the development of policy positions."

Sellers is vice president of BCBSF's Product and Market Management Division. He was formerly northeast region vice president, responsible for managing the company's marketing, sales and provider relations in the Jacksonville-Gainesville area.

Before joining BCBSF, Sellers worked in a number of health-related positions, including five years as executive vice president for Riverside Hospital in Jacksonville.

Sellers received a bachelor's degree from Jacksonville University and a master's degree in business administration from the University of North Florida. He completed the Advanced Healthcare Management Program at Duke University and the Advanced Marketing Management Program at Harvard University.

FAHMO is a trade association representing 22 health maintenance organizations (HMOs) in Florida with total member enrollment exceeding two million.

Other newly-elected 1993 FAHMO officers include Gerald O'Neil of AvMed Sante Fe Health Care, president-elect; Warren Stowell of Care Florida, Inc., secretary; and Roy Burgess of The Prudential, treasurer. Bob Bissell of Humana Health Care Plan is past-president.

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