

For Immediate Release

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## **BLUE CROSS BLUE SHIELD OF FLORIDA ANNOUNCES PROMOTIONS**

JACKSONVILLE -- Blue Cross and Blue Shield of Florida, Inc. (BCBSF), Florida's leading health care company, is pleased to announce several promotions. These appointments are a result of BCBSF's efforts to re-design its corporate structure to better serve customers' needs.

**Barbara Benevento** has been promoted from vice president of health care program management to **senior vice president of health care services**.

**Ernie Brodsky** has been promoted from vice president of health care services to **senior vice president of the north Florida geographic business unit**.

**Peter Burchett** has been promoted from regional vice president of central Florida to **senior vice president of the central Florida geographic business unit**.

**Bruce Davidson**, currently the senior vice president of government programs and public policy, will be given additional responsibility and the title of **senior vice president of government programs, public affairs and diversified businesses**.

**Paul Jennings** has been promoted from regional vice president of the northeast region to **senior vice president of the south Florida geographic business unit**.

**Catherine Kelly** has been promoted from vice president of communications to **senior vice president of human resources**.

**Robert Lufano**, currently senior vice president of health care services and human resources, has been appointed **senior vice president of the geographic business units**.

- More -

*BCBSF Promotions -- Add One*

**Dudley Mendheim** has been promoted from vice president of the local group market segment to **senior vice president of capability development**.

**Larry Payne** has been promoted from vice president of private business operations to **senior vice president of operations**.

**Nick Stam** has been promoted from regional vice president of the southern region to **senior vice president of information systems**.

BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies nationwide. A financially strong, tax-paying mutual insurance company, BCBSF is subject to the same regulation by the Department of Insurance as other insurers operating in Florida.

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