

**Pensacola Management Changes**  
**Holding Statement**  
**March 31, 1997**

Blue Cross and Blue Shield of Florida is undergoing a statewide organizational re-design that, in part, reconfigures its five marketing regions into three geographic business units. These new geographic business units will allow BCBSF to better focus on meeting our customers' needs by placing key business functions closer to the customer.

The implementation of this new structure eliminated the position of regional vice president in the five regions (Pensacola, Jacksonville, Tampa, Orlando, Miami). BCBSF has located senior vice presidents in each of the three geographic areas. As such, Kermit E. "Skip" Housh, formerly regional vice president for the Panhandle area, will be seeking career opportunities outside of BCBSF effective immediately. BCBSF is providing resources and support to assist Skip with his job search.

In an unrelated matter, Dr. Paul Baroco, BCBSF medical director in Pensacola, has accepted a senior management position at Sacred Heart Hospital. We wish Dr. Baroco much success in his new role.

In the interim, Todd Torgersen, BCBSF marketing director in Pensacola, is serving in a leadership capacity for our Pensacola office. Customers in the Panhandle should expect to continue receiving the high level of service from BCBSF to which they have become accustomed.