

FOR IMMEDIATE RELEASE
January 12, 1997

CONTACT: Rick Curran
(904) 905-3408

Blue Cross and Blue Shield of Florida Announces Appointments

JACKSONVILLE – Blue Cross and Blue Shield of Florida, Florida's leading health care company, is pleased to announce the following appointments:

<u>Individual</u>	<u>Title</u>
• Paul A. Barnes	Vice President, Strategy, Policy and Opportunity Identification
• Joyce Kramzer	Vice President, Group Underwriting
• Patrick F. McCabe	Vice President, Public Relations and Corporate Communications
• David A. Pizzo	Vice President, Advertising and Customer Communications
• Darnell Smith	Vice President, National Accounts Operations and Corporate Membership and Billing
• C. Brooks Stone	Vice President, Product and Program Development

Blue Cross and Blue Shield of Florida (BCBSF) is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. A financially-strong, tax-paying mutual company, BCBSF is subject to the same regulations by the Department of Insurance as other health plans operating in Florida.

###

Note to Editors: *Biographical information on all named individuals is attached.*

PAUL A. BARNES is vice president, strategy, policy and opportunity identification, in BCBSF's health care services division. Barnes joined the company in 1989 as product manager for Health Options, Inc. (BCBSF's HMO subsidiary) and subsequently served as director of corporate medical policy; physician and provider relations strategy; and health care strategy, research and policy. Prior to joining BCBSF, Barnes held the following positions: vice president of marketing and sales for Samaritan Health Service in Phoenix, AZ; a national product director for Ethicon, Inc., a division of Johnson & Johnson; and regional director of marketing for American Medical International. Barnes graduated from Wheaton College in Wheaton, IL, and received his M.A. from Ball State University in 1972.

JOYCE KRAMZER is vice president for group underwriting, where she has overall responsibility for underwriting new, and renewing, group business. Prior to joining BCBSF, Kramzer held a number of underwriting and business re-engineering positions with CIGNA HealthCare. She holds a B.A. degree from Duquesne University, where she majored in Business Administration with a concentration in Marketing.

PATRICK F. McCABE is vice president for public relations and corporate communications. McCabe joined BCBSF in 1991 as manager of media relations. In his new position, he oversees the areas of media relations, community relations, corporate and executive communications. McCabe joined BCBSF with 12 years of experience in public affairs and corporate communications management. His previous experience includes positions with General Electric and United Technologies Corporation. He is a graduate of Fordham University in New York, NY, with a B.A. in Communications.

DAVID A. PIZZO is vice president, advertising and customer communications. Pizzo joined BCBSF in 1997 with a background which includes 15 years experience in the health care industry, including brand strategy, marketing, advertising and sales. Pizzo began his career in health care in 1982 as a pharmacist, and joined E.R. Squibb & Sons in 1983 as a professional sales representative. He later moved into health care-related advertising and worked for the advertising agencies of Sweeney and Partners, William Douglas McAdams, Inc., and Thomas Ferguson Associates in New York and New Jersey. Pizzo received a B.S. in Pharmacy from Rutgers University in 1982, and an M.B.A. in Marketing and International Business from New York University in 1988.

DARNELL SMITH is vice president, national accounts operations and corporate memberships and billing with responsibility for 1,061 employees who perform all facets of customer service ranging from front-end mail processing, to telephone service, to coordination of benefits. He also has corporate accountability for the enrollment and billing of all group-focused products. Smith joined BCBSF in 1989 as supervisor of group membership and billing. He was promoted to delinquency manager in 1991 and to director of group membership and billing in 1994. In April 1997, Smith also assumed leadership for all nationally-focused customers, including FEP, NASCO, ITS and national/corporate operations. Prior to joining BCBSF, Smith was a supervisor/electrical engineer with the Maxwell House Coffee Company. He holds a B.S. in Electrical Engineering from Florida State University.

C. BROOKS STONE is vice president, product and program development. In that position, he is responsible for leading corporate product and program development. Stone joined BCBSF in 1975 as a senior accountant in the finance division. Since that time, he has held numerous professional and managerial positions throughout the company, including the provider audit & reimbursement department of the Medicare A division and the preferred provider organization division. Most recently, Stone served as the director of market and product development. He holds a B.A. in Business Administration from the University of Florida and has completed executive courses at the University of Michigan, Northwestern University and the University of Chicago.

###