

BIOGRAPHY

WILLIAM E. FLAHERTY
PRESIDENT
BLUE CROSS AND BLUE SHIELD OF FLORIDA, INC.

WILLIAM E. FLAHERTY was appointed President and Chief Executive Officer of Blue Cross and Blue Shield of Florida, in January 1979. Formerly (1975-1979), he served as President and Chief Executive Officer of Blue Cross and Blue Shield of Delaware. Flaherty originally joined Michigan Blue Cross in 1962 and served in several positions as marketing research analyst, manager of sales, director of corporate planning, and later as vice president of administration. He was promoted to executive vice president in 1972, and served in that capacity until he joined the Delaware Plan in 1975.

A graduate of Wayne State University in Detroit, Michigan, with a B.A. in Economics, Mr. Flaherty began his career in business research with the J. L. Hudson Division of Dayton Hudson Corporation (1955-1959) and in sales forecasting with Chrysler Corporation (1959-1961).

Currently, Flaherty serves on the 9 member C.E.O. Executive Committee and the Board of Directors of the Blue Cross and Blue Shield Association, represents 98 Blue Cross and Blue Shield Corporations in America, as well as a member of its Task Force on Inter-Plan Programs. He also serves as a director of Florida's Hospital Cost Containment Board, a member of the Governor's Task Force on Competition and Consumer Choices in Health Care, and a member of the Board of Governors of the Jacksonville Chamber of Commerce. He is a past director of the Governing Board of the Health Systems Agency (Area 3). He has also served as a member of the State Health Policy Task Force and the Management Advisory Council for HRS (Health Rehabilitative Services). Flaherty is a member of the Rotary Club of Jacksonville, the Florida Council of 100 and the River Club. In Delaware, he served as a member of United Way, the Statewide Health Coordinating Council and the Wilmington Rotary Club.

Born in Washington, D.C. in 1935, Flaherty, his wife, Josie, and their five children reside in Jacksonville, Florida.