



**BlueCross BlueShield  
Association**

An Association of Independent  
Blue Cross and Blue Shield Plans

# Updated News Release

Blue Cross and Blue Shield  
Association  
255 North Michigan Avenue  
Chicago, Illinois 60601-7680  
[www.BCBS.com](http://www.BCBS.com)

For Immediate Release:  
June 21, 2007

Contact:  
Matt Levin  
312.297.5917  
[matt.levin@bcbsa.com](mailto:matt.levin@bcbsa.com)

---

## **The Blue Cross And Blue Shield Association Forms Employer And Physician Advisory Groups To Guide Development Of Blue Health Intelligence®**

**CHICAGO** – The Blue Cross and Blue Shield Association (BCBSA) has established physician and employer advisory groups to further enhance the market development of its Blue Health Intelligence (BHI) initiative, the nation’s premier healthcare database comprised of deidentified claims information from up to 80 million lives.

“The addition of these groups will help BHI maintain its leadership in healthcare informatics,” said BCBSA President and CEO Scott P. Serota. “We look forward to working with this esteemed group of employers and physicians. Their hard work will result in a database that will enhance the quality of information available to consumers, providers and employers.”

Launched in 2006, BHI will provide sharper insight into healthcare trends, delivery and best clinical practices, and information about the efficacy of treatments and new medical technologies. BHI compiles, analyzes and organizes data which can then be used as benchmarks to conduct comparative analyses across a range of healthcare components. The first sets of benchmark data were released to participating Blue Cross and Blue Shield companies in December 2006.

(more)

“The advisory groups will provide high-level strategic counsel and recommendations that will help us provide insight into important health issues,” said Bob J. Greczyn, Jr., president and chief executive officer, Blue Cross and Blue Shield of North Carolina, and co-chair of the BHI board.

The employer and physician advisory groups will be responsible for contributing research-based insights into issues critical to the public’s health. In addition, they will monitor new market initiatives in the areas of healthcare costs and quality data, and track healthcare literature and trends in practice and technology. With this knowledge, these advisory groups will help identify opportunities for BHI to form new healthcare solutions in quality and transparency for employers, providers and consumers.

“This input from the groups will guide BHI as it continues to establish itself as the most comprehensive collection of healthcare information in the industry,” added Alice F. Rosenblatt, executive vice president, integration and information management officer and chief actuary, WellPoint Inc., and co-chair of the BHI board.

The groups will meet separately with the first meetings convening this summer. Members will serve one, two-year term. The following is a roster of BHI’s employer and physician advisory groups.

## BHI Employer Advisory Group

Member	Title/Company
Delia Vetter	Senior Director of Benefits, Employee Services & Programs <b>EMC Corporation</b>
Bill Greer	Vice President, Benefits <b>Kellogg Company</b>
Mike Stoll	Vice President, Benefits <b>The Kroger Co.</b>
Greg Heaslip	Vice President, Benefits <b>Pepsico</b>
Bob Ihrie	Vice President, Compensation and Benefits <b>Lowe’s Companies, Inc.</b>
Steve Lampkin	Vice President, Benefits Department <b>Wal-Mart Stores, Inc.</b>
Mark Cullen, M.D.	Professor of Medicine & Public Health <b>Yale University School of Medicine</b> Senior Medical Director <b>ALCOA</b>
Jeanne Denz	Director, Global Benefits <b>General Mills</b>
Martin Storey	Director of Benefits <b>Michelin North America</b>

(more)

Tom Jecklin	Manager, Healthcare Benefits <b>State Farm</b>
William Strahan	Vice President, Compensation and Benefits <b>Comcast</b>
Daniel Green	Deputy Associate Director, Center for Employee and Family Support Policy <b>Office of Personnel Management</b>
Anna Fallieras	Program Leader, Health Care Initiatives <b>GE Company</b>
Pascale Thomas	Director, Benefits, Corporate Human Resources <b>Verizon Communications Inc.</b>

## BHI Physician Advisory Group

<b>Name/Employer/Contact</b>	<b>Title/Company</b>
H. Frank Farmer, Jr., M.D.	Chairman and Practicing Physician <b>Florida Board of Medicine</b>
David Blumenthal, M.D., MPP	Samuel O. Thier Professor of Medicine and Health Policy <b>Harvard Medical School</b> Director, Institute for Health Policy <b>Massachusetts General Hospital/Partners HealthCare System</b>
Thomas Henry Lee, Jr., M.D.	Professor of Medicine <b>Harvard Medical School</b> Network President <b>Partners HealthCare System</b>
Joel Bender, M.D., Ph.D.	Corporate Director of Health Services <b>General Motors Corporation</b>
James R. Claflin, M.D.	Specialist <b>Oklahoma Allergy and Asthma Clinic</b>
Kelly Kelleher, M.D., MPH	Professor <b>Ohio State University</b> Vice President for Health Services Research <b>Children's Research Institute, Columbus, OH</b>
David Filipi, M.D., MBA	Vice President, Medical Affairs for Methodist Physicians Clinic <b>Methodist Physicians Clinic, Omaha, NE</b>
William L. Roper, M.D., MPH	Dean, School of Medicine and CEO, UNC Health Care System <b>University of North Carolina</b>
Alan M. Garber, M.D., Ph.D.	Henry J. Kaiser Jr. Professor; Director, Center for Health Policy; Director, Center for Primary Care and Outcomes Research <b>Stanford University</b> Staff Physician <b>Department of Veterans Affairs</b>
Jonathan B. Perlin, M.D., Ph.D., MSHA, FACP	Chief Medical Officer and Senior Vice President for Quality <b>Hospital Corporation of America (HCA)</b>
Frederick L. Brancati, M.D., MHS	Professor of Medicine & Epidemiology; Director, Division of General Internal Medicine <b>Johns Hopkins University</b>
Mark Cullen, M.D.	Professor of Medicine & Public Health <b>Yale University School of Medicine</b> Senior Medical Director <b>ALCOA</b>
Allan Korn, M.D.	Senior Vice President and CMO, Office of Clinical Affairs <b>Blue Cross and Blue Shield Association</b>

(more)

The Blue Cross and Blue Shield Association is a national federation of 39 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for more than 98 million – nearly one-in-three – Americans. For more information on the Blue Cross and Blue Shield Association and its member companies, please visit [www.BCBS.com](http://www.BCBS.com).

###

\\07 Electronic Releases\070621 Updated BHI Advisory Groups.doc