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Consortium Health Plans Elects Heyward Donigan Chairman of the Board

Sept. 21, 2007. Columbia, Md.—The Board of Directors of Consortium Health Plans, Inc., (Consortium) recently chose Heyward Donigan as chairman of the board for a two-year term effective January 1, 2008. Donigan is executive vice president and chief marketing executive of Premera Blue Cross.

“Please join me in congratulating Heyward Donigan on her election as Consortium board chairman. Heyward and Premera exemplify the commitment to national account success that is the model for the Blue Cross Blue Shield System,” said Consortium Health Plans President and CEO Anthony R. Masso. “We welcome her leadership in facing the competitive challenges that are emerging in the national account markets. I know I speak for the entire Board when I say that Heyward will continue the Consortium tradition of strong and effective board chairmen set by her immediate predecessor, Greg Devou, and, indeed, by all previous chairs.”

“I truly look forward to serving as chairman of the Consortium, which demonstrates repeatedly that it is committed to continuing Blue System national account leadership,” said Donigan. “I inherit a very strong position in national accounts. Our opportunities for future success are building upon our strong relationships with current accounts and demonstrating Blue solutions to new accounts.”

Donigan leads the sales, marketing and product development efforts for all Premera companies. She has more than 20 years of experience in the health care industry.

Located in Columbia, Md., Consortium Health Plans’ mission is to position Blue Plans as the carrier of choice for national accounts by providing strategic market intelligence, strong market relationships and leading-edge sales tools.

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