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## **Consortium Health Plans Welcomes New Member Wellmark Blue Cross and Blue Shield**

July 13, 2006. Columbia, Md.—The Board of Directors of Consortium Health Plans, Inc., (Consortium) voted recently to grant membership to Wellmark Blue Cross and Blue Shield ([www.wellmark.com](http://www.wellmark.com)), the leading health insurer in Iowa and South Dakota.

Consortium provides strategic market intelligence, strong market relationships and leading-edge sales tools to position Blue Cross Blue Shield Plans as the carrier of choice for national accounts. The Blue Cross Blue Shield System is the leader in the national account market segment.

As a member of the Consortium, Wellmark will benefit from the collective sales, marketing and producer development activities of the Consortium and its member Plans. “Wellmark is an important lead and network Plan within the BCBS System and has worked cooperatively with the Consortium over many years to increase BCBS market share and serve national accounts,” said Anthony R. Masso, president and CEO of the Consortium. “Wellmark is a welcome addition to the Consortium and will expand BCBS reach in the national account market.”

“Wellmark welcomes the opportunity to participate and contribute, along with other Consortium health plans, in working with employers and consultants to develop innovative benefit solutions,” said John Forsyth, Wellmark chairman and CEO.

With the addition of Wellmark Blue Cross and Blue Shield there are 18 member Plans in the Consortium.

*Located in Columbia, Md., Consortium Health Plans, Inc., was created in 1992 to serve as a nimble and highly responsive national organization charged with helping Blue Plans continuously improve national account sales, marketing and delivery capabilities.*

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*Wellmark, Inc. (www.wellmark.com) does business as Wellmark Blue Cross and Blue Shield of Iowa. Wellmark and its subsidiaries and affiliated companies, including Wellmark Blue Cross and Blue Shield of South Dakota and Wellmark Health Plan of Iowa, Inc., insure or pay health benefit claims for more than 1.9 million individuals. Wellmark Blue Cross and Blue Shield, Wellmark Blue Cross and Blue Shield of South Dakota and Wellmark Health Plan of Iowa, Inc. are independent licensees of the Blue Cross and Blue Shield Association.*

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