

Dorothy E. Puhy and Phyllis R. Yale join Blue Cross Blue Shield of Massachusetts' Board of Directors

BOSTON — September 21, 2012 — Blue Cross Blue Shield of Massachusetts' Board of Directors announced today that Dorothy E. Puhy and Phyllis R. Yale have joined the Board of Massachusetts' largest private health plan.

"Dorothy Puhy and Phyllis Yale are skilled leaders with broad experience in the health care industry," said William C. Van Faasen, Chairman, Blue Cross Blue Shield of Massachusetts Board of Directors. "Blue Cross Blue Shield of Massachusetts is honored that these talented executives have agreed to join our Board to help steer our future."

Dorothy E. Puhy is an Executive Vice President and Chief Operating Officer for the Dana-Farber Cancer Institute. She also serves as chief administrative officer for Dana-Farber / Partners CancerCare, Inc, and is an Adjunct Lecturer on Health Management at the Harvard School of Public Health. Ms. Puhy is Chair of the Board and Executive Committee of Medical Academic and Scientific Community Organization, Inc (MASCO) and is a Director and Chair of the Financial Review Committee at Controlled Risk Insurance Company (CRICO), the Harvard malpractice insurance company. She has been active in several social service and cultural organizations during her career and is currently a member of the Audit Committee at United Way of Massachusetts Bay Boston. Ms. Puhy earned her Master of Business Administration from the Wharton School and received a Bachelor of Arts from the University of Pennsylvania.

Phyllis R. Yale is a Senior Advisor in Bain & Company's Boston office. She joined the firm in 1982, was elected to the partnership in 1987, is the former Boston Office Head and has been a leader in building Bain's Global Healthcare Practice for over 25 years. Over her career, Ms. Yale has led work with clients on issues including competitive strategy development, marketing strategy implementation, cost/quality management, and mergers and acquisitions. She works with health care payers, providers, and medical device companies, and frequently advises the world's leading private equity firms on their investments in the health care sector. She currently serves on the boards of Kindred Healthcare, Inc. (NYSE); ValueOptions, Inc.; National Surgical Hospitals, Inc; The Bridgespan Group; and Cradles to Crayons. Ms. Yale earned an MBA from Harvard Business School with honors and is a graduate of Harvard and Radcliffe Colleges where she received a Bachelor of Arts degree in Economics magna cum laude.

In selecting new members, Blue Cross Blue Shield of Massachusetts' Board follows best governance practices to ensure the election of skilled directors who possess the requisite content expertise and leadership skills. In addition, by statute, Blue Cross Blue Shield of Massachusetts is required to have three directors who are officers or agents of contributing employers and two directors who represent labor.

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. Celebrating our 75th anniversary in 2012, we are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality.

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