Blue Cross Names New Vice President of Innovation

BOSTON — December 17, 2015 —Blue Cross Blue Shield of Massachusetts (Blue Cross) has recently named Robin Glasco the new Vice President of Innovation beginning December 14th. Robin's new role will serve as a centralized hub to identify, develop, and launch new products, services, and solutions that will amplify the company's current business offerings.

"Robin's unique background in health care innovation will help Blue Cross continue to think out of the box as we strive to meet the needs of our members and accounts in this rapidly changing healthcare environment," said Jason Robart, Chief Strategy Officer at Blue Cross and President of Zaffre Investments, a wholly owned subsidiary of Blue Cross.

With more than 20 years of experience in health care strategy and development, Robin was most recently the Vice President of Strategic Operations at The Permanente Federation, a subsidiary of Kaiser Permanente. In that role, Robin led the company's strategic priorities, with a focus on driving innovative and integrated strategies across its business. Robin also brings deep expertise in operational performance, analytics, market strategy, and business process improvement, having served in several leadership roles across various functions in her 17 years with Kaiser Permanente.

Robin received her bachelor's degree in Marketing from the University of Colorado at Boulder, her MBA from the University of Colorado at Denver, and graduated from Harvard Business School's Executive Leadership Program.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 30,000 Massachusetts employers and 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.Connect with us on Facebook, Twitter, YouTube and LinkedIn.

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