Blue Cross Appoints New Chief Physician Executive

BOSTON — April 8, 2016 —Blue Cross Blue Shield of Massachusetts (Blue Cross) has named Bruce Nash the new Chief Physician Executive beginning April 11th. Bruce will help expand health care strategies involving quality, effectiveness, efficiency and their relationships to new payment methodologies. He will lead the Health and Medical Management Division at Blue Cross, which is responsible for care and utilization management activities for medical and behavioral health.

Bruce has more than 25 years of health care management and clinical experience in medical group practice, hospital, and managed care settings. Most recently, he was the Senior Vice President and Chief Medical Officer at Capital District Physicians' Health Plan in Albany, New York, with members in Upstate New York, Vermont, and Western Massachusetts. In that role, he led the Medical Affairs Division and was focused on the strategic direction and management of quality, utilization, behavioral health, pharmacy, and population health. Bruce's previous experience includes leadership positions at Kaiser Permanente and the Bard Group, and as President of the former North Adams Regional Hospital in Massachusetts.

Bruce earned his undergraduate and medical degree in a combined six-year B.S./M.D. program at Rensselaer Polytechnic Institute and Albany Medical College. He also received an MBA in health sector management from Duke University's Fuqua School of Business.

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.

For further information: CONTACT: Shirley J. Knowles 617-246-2373 shirley.knowles@bcbsma.com

---

Additional assets available online: Photos (1)