



# Press kit

PREMERA | 

BLUE CROSS

# About Premera

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Premera Blue Cross is a not-for-profit Blue Cross Blue Shield licensed health plan provider. Premera sells health plans under the Blue Cross license in Washington state, except in Clark County. In Alaska, we sell plans under both the Blue Cross and Blue Shield licenses. We also have affiliate health plan operations in Washington under the LifeWise brand.

# Our purpose

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## Premera is dedicated to making healthcare work better.

We find solutions for customers who say they pay too much without getting the help they deserve.

We're giving preference to providers who deliver excellent customer service, provide seamless coordinated care, and control costs while giving the customer the right level of care—every time.

We're making healthcare simple and easy. Health insurance language is confusing; changing the way we talk about it with customers and providers—and within Premera—has an enormous impact on the way we relate with the people who depend on us.

These are just a few of the initiatives that reflect Premera's company goal of placing the customer at the center of all we do.

### LET'S BE CLEAR

Health insurance language is confusing. Changing the way we talk about it with customers, providers and internally can have a major positive impact on the way we interact with the people who depend on us. This is one of the many initiatives, large and small, designed to reflect Premera's company values—the customer is the center of all we do.



# Premera history

1945

## **Blue Cross comes to Pacific Northwest**

Our company was incorporated as a healthcare service contractor on May 5, 1945, when it was known as Washington Hospital Service. Our Alaska plan has a proud history of service and support in Alaska since 1952. On March 14, 1969, we changed our name to Blue Cross of Washington and Alaska.

1994

## **MSC becomes a new partner**

In 1994, Blue Cross of Washington and Alaska affiliated with Medical Service Corporation (MSC) in Spokane, the Blue Shield plan serving Eastern Washington. This partnership was formed to strengthen our companies while still offering local service to the communities where we work and live.

1998

## **Name changes to Premera Blue Cross after merger**

In June 1998, Blue Cross of Washington and Alaska merged with Medical Service Corporation (MSC) and changed its name to Premera Blue Cross.

# President and Chief Executive Officer of Premera Blue Cross

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Jeff Roe is the President and Chief Executive Officer of Premera Blue Cross. He joined Premera in 1996, served in roles leading the company's Employer and Individual market segments, and became President in January 2014.

His leadership in insurance also includes positions as co-president of Safeco Insurance and chief marketing officer for Torrent Technologies. He started his career in the Washington, D.C. office of U.S. Senator Slade Gorton and later consulted as a member of The Gallatin Group, a public affairs firm.

Jeff serves on the boards of the National Institute for Health Care Management, Blue Cross Blue Shield Association, Washington Healthcare Forum, University of Washington Foster School of Business, United Way of Snohomish County, and the Visiting Committee of the University of Washington Economics Department.

At the University of Washington, he earned bachelor's degrees in economics and political science and a master's in business administration.

# Executive leadership team

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**Jim Messina**

**Executive Vice President and Chief Marketing Executive**

Jim has responsibility for top-line growth and bottom-line results across all markets and business lines throughout the Premera family of companies. In addition, Jim is responsible for Premera's marketing, strategic and business development, product development, and Premera's ancillary product lines of business.



**Kirsten (Kacey) Kemp**

**Executive Vice President, Operations**

Kacey oversees claims, customer service, membership and billing, and national account operations. She is also the executive leader for Premera's business continuity, crisis management team, Lean, and data governance.



**John Espinola, MD**

**Executive Vice President, Healthcare Services**

John provides leadership for Premera's healthcare strategy, including provider network development, oversight of clinical programs and healthcare quality, and collaboration with healthcare providers to develop innovative solutions to meet the needs of Premera's customers.



**Mark Gregory**

**Executive Vice President, IT and Chief Information Officer**

Mark oversees technology and all technology services, cybersecurity, and strategic operations. He is responsible for ensuring Premera's technology roadmap aligns with its business strategy.

# Executive leadership team

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**Katherine (Kitti) Cramer**

**Executive Vice President,  
Chief Legal and Risk Officer**

Kitti oversees legal, congressional and legislative affairs, regulatory affairs, internal audit, compliance and enterprise risk management, and corporate communications. With Premera since 1998, she has held positions in the legal and regulatory affairs department, most recently serving as the senior vice president of government and public affairs.



**Cecily Hall**

**Senior Vice President,  
Employee Experience**

Cecily is responsible for human resources, real estate and facilities, and publishing services. Cecily has been leading business transformation efforts through the redesign of the company's people initiatives. With a focus on implementing innovative employee and leader programs, Premera is creating a culture where employees can do their best work.



**David Braza**

**Executive Vice President,  
Chief Financial Officer**

David is responsible for the Premera family of companies' finance, actuarial, corporate informatics, underwriting, and healthcare economics departments. He also has responsibility for our innovation program and strategic investments. He is also part of our executive leadership team that drives our overall strategy and long-term direction.

# Fast facts

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Premera Blue Cross is headquartered in Mountlake Terrace, Washington with operations in Seattle and Spokane, Washington and Anchorage, Alaska. The company and its predecessors have operated in Washington since 1933 and in Alaska since 1952.



[Learn more about our history.](#)

## About Premera Blue Cross

- More than **2 million** customers in Alaska and Washington
- 2016 Consolidated Revenue: **\$4.5 billion**
- A network of more than **38,000** physicians, hospitals and other healthcare providers in Washington and Alaska
- More than **3,250** employees in Washington and Alaska
- Learn about [our affiliate companies](#)

## Premera products

We offer a wide range of products at varying price points, including:

- Individual and family coverage
- Group medical, dental, hearing, vision, and pharmacy coverage
- Medicare Supplement and Medicare Advantage plans

We also partner with our affiliate to offer life, disability and stop-loss products.

## Company purpose and values

**Our Purpose:** Improving customers' lives by making healthcare work better

**Our Values:** Our customers are at the center of all we do.

- Identify with the Customer
- Act with Urgency
- Be Excellent
- Challenge Convention
- Do the Right Thing
- Work Together

**Our Customer Statement:**

"You take great care of me and make it simple and easy."

# Premera affiliates

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You know us as Premera Blue Cross, or in Alaska, Premera Blue Cross Blue Shield of Alaska. We are an independent licensee of the Blue Cross Blue Shield Association serving businesses and residents of Alaska and Washington state, excluding Clark County.

We also work with several members of the Premera family of companies to provide additional products and services. These affiliates are not licensees of the Blue Cross Blue Shield Association and are solely responsible for their products and services.

## **LifeWise Health Plan of Washington**

LifeWise Health Plan of Washington offers health plans for individuals, serving more than 100,000 members. LifeWise offers individuals competitive plans that engage our members to successfully manage their health.

[lifewisewa.com](http://lifewisewa.com)

## **LifeWise Assurance Company**

LifeWise Assurance offers options for group life, AD&D, short- and long-term disability, stop-loss insurance, and more.

[lifewiseac.com](http://lifewiseac.com)

## **Calypso Healthcare Solutions**

Calypso is a professional services firm that helps healthcare payers identify and prevent medical claim overpayments.

## **Connexion Insurance Solutions**

Connexion is an agency that supports independent insurance producers in selling a variety of insurance products (such as USable Life) to individuals and small businesses.

[connexioninsurance.com](http://connexioninsurance.com)

## **Vivacity**

Vivacity offers innovative wellness services to organizations seeking to achieve a healthier workforce and to lower the rate of their healthcare cost increases through an integrated, affordable, and comprehensive approach to wellness.

[vivacity.net](http://vivacity.net)

# Premera Blue Cross Blue Shield of Alaska

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## Who we are

We've been helping Alaskans stay healthy since 1952, before Alaska was even a state. Premera Blue Cross Blue Shield of Alaska is a not-for-profit independent licensee of the Blue Cross Blue Shield Association. We're part of the Premera family of companies, which together serve over 2 million customers—more than 150,000 in Alaska. From our office in Anchorage, our employees are there to help Alaskans get the most from their health benefits and provide the information and services they need.

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## What we do

Premera and its affiliate companies provide coverage for individuals, families, and employers through health, dental, Medicare supplement, stop-loss benefits, and related products and services. We're the largest provider network in Alaska with more than 3,800 doctors and healthcare professionals in the state. We're dedicated to helping Alaskans improve their health while ensuring they receive access to the highest quality and most affordable care possible. As medical costs rise, Premera continues to develop programs, tools, and services to help our customers manage their own health. And we work closely with healthcare delivery organizations to help make quality care sustainable and affordable to all.

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## What we can do for Alaskans

Up in Alaska, the days can be long and the territory vast, so our customers require healthcare coverage that works with their lifestyle. For all their needs, we offer health plans that include in-network coverage that spans the state and the nation.

When trouble hits in a far-off borough, we provide unlimited air and ground ambulance services so our customers never without protection. Whether deep in the bush or close to home, Alaskans are covered with Premera.

INVESTING IN LOCAL COMMUNITIES:

# Premera Social Impact

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This is a year of change for our company giving programs, beginning with a new name: Premera Social Impact.

## Vision statement

**Premera Social Impact** makes a difference for the people living in our communities. Through corporate giving, volunteering, and community engagement, we promote new partnerships and solutions to help make healthcare work better.

## Social impact grants

Company contribution guidelines now align to our company values. This means that some previously supported sponsorships may be reduced or discontinued. Future sponsorships should:

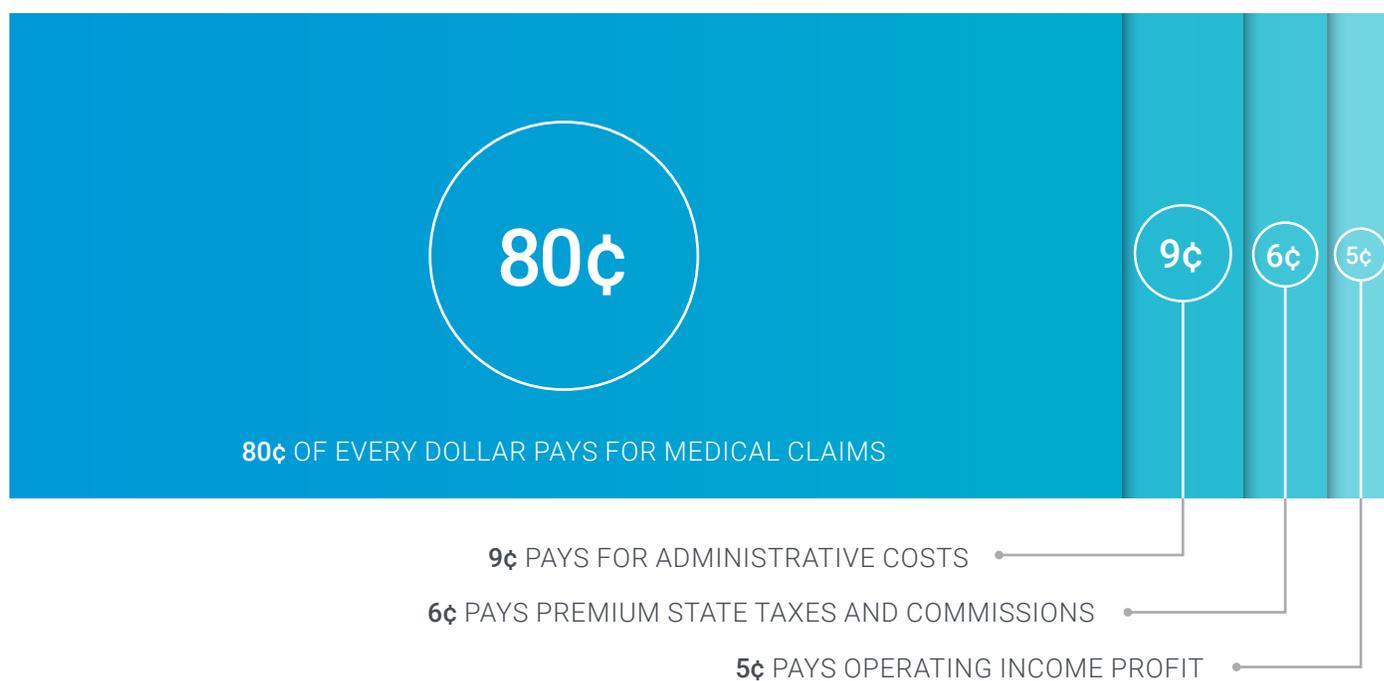
- Support our company purpose
- Address an identified community need
- Directly impact and support innovation in health programs and healthcare service delivery
- Enhance the ability of organizations and healthcare services to support their communities



# Where does the money go

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Breakdown of how we spend 2015 net premiums



# Premera Blue Cross by the numbers

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Fortune 500 Premera Blue Cross Clients	7
Customers of Premera Blue Cross	2.2M
In-network Providers	38,000
Annual Revenues	10B
Total Employees	3,250
Claims Paid	\$8.7B

# Media contacts

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Steve Kipp

**Media Relations**

206-747-8865

[Email Steve](#)

Paul Hollie

**Premera Social Impact**

425-918-5333

425-599-0985 (mobile)

[Email Paul](#)