



Regence BlueCross BlueShield of Oregon is an Independent  
Licensee of the Blue Cross and Blue Shield Association

September 26, 2011

To: Agents/Brokers

From: Don Antonucci, Vice President of Sales

Re: Jared Short Promotion

Good Afternoon:

I am writing to inform you of some exciting news here at Regence that was announced this afternoon by Mark Ganz, CEO of The Regence Group. Effective October 1, 2011, Jared Short will be serving in a new role within the company. Jared has been offered and has accepted the position of executive vice president of health insurance services.

Jared will oversee systems across all four of our states in support of Regence Market Presidents, Customer Service, Claims Administration, Group and Individual Enrollment, Government Programs and the Federal Employee Program, as well as Account Management, Insurance Product Development, eProducts and Services, Health Care Services and the Regence subsidiaries of Healthcare Administrators, Inc. and Asuris Northwest Health.

Regence recognizes that the health care landscape is constantly changing and this is a positive move that will allow us to lead the way in innovation, customer service and product affordability.

As Jared takes on this new responsibility, he has asked me to serve as interim president for Regence BlueCross BlueShield of Oregon. I will do this while maintaining my current duties as vice president of sales. Jared and I have spoken at length and have a transition plan firmly in place to ensure the continued delivery of the quality service our members have come to expect. Additionally, you can expect my continued focus on building a strong relationship with each of you in our broker/agent community, so that together, we can continue to meet our clients' needs.

I hope you'll join me in warmly congratulating Jared on his promotion. Please don't hesitate to call on me if you have any questions during this transition.

Sincerely,

Don Antonucci  
Vice President of Sales/Interim President  
Regence BlueCross BlueShield of Oregon