



Consortium
HEALTH PLANS

10490 Little Patuxent Parkway
Suite 550
Columbia, MD 21044-3517

T 410.772.2900
F 410.884.9445
consortiumhealthplans.com

The best *local* health plans—nationwide.

For Immediate Release

Contact:

Lucretia DiSanto
Senior Manager, Marketing Communication
410.772.2922

Miriam R. Leonard Appointed Consortium Health Plans President and Chief Executive Officer

October 13, 2010. Columbia, Md.—The Board of Directors of Consortium Health Plans, Inc., recently announced the appointment of Miriam R. (Mimi) Leonard as president and chief executive officer.

“We embarked on a search earlier this year to replace our retiring CEO, Anthony Masso,” said Dan Holtz, senior vice president of Highmark and chairman of the Consortium Board of Directors. “Mimi’s career-long experience in benefit consulting to national accounts, her knowledge of the Blue System and proven track record as a strategic leader, made her the ideal candidate for this role. The Board’s decision was unanimous.”

The Consortium was formed in 1994 to help its member Blue Cross Blue Shield (BCBS) Plans position the Blue System as the carrier of choice for national accounts. It provides strategic market intelligence, strong market relationships and leading-edge sales tools to present a clear and unified voice, as well as effective central coordination, for the Blue System. The BCBS System is the leader in the national account market segment with a current enrollment of 24.9 million national account lives. The Consortium currently represents 21 member Plans and nearly 90 percent of the BCBS System national enrollment.

Leonard was previously a partner with Mercer Health & Benefits and held several local and national practice leadership roles over the course of her 13-year career. Prior to joining Mercer, she was vice president of national account sales for Anthem Blue Cross Blue Shield in the Midwest. She is located in the Consortium’s corporate headquarters in Columbia, Md. Masso will stay with the Consortium through the end of the year in an advisory capacity.

###