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For Immediate Release

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Art Dickerson Named Consortium Health Plans Senior Vice President, Sales and Marketing

May 16, 2011. Columbia, Md.—Consortium Health Plans, Inc., recently named Art Dickerson senior vice president, sales and marketing.

Dickerson comes to the Consortium after 20 years as an employee benefits and health-care consultant. Most recently, Dickerson was a senior partner in Mercer's health and benefits business following successful careers in information technology and group insurance. At Mercer, Dickerson held a number of leadership positions, most recently the Southeast market business leader, where he managed offices in nine southeastern states while providing strategic benefits consulting to various large and jumbo employers throughout the U.S.

Known for his progressive thinking and creativity, Dickerson engineered several key innovations for Mercer during his tenure. As their Integrated Solutions leader, he was instrumental in developing Mercer's BenefitSuiteSM, HealthOnlineTM and Integrated BenefitsTM, a suite of solutions that enhance employer human resources strategies, provide healthcare analytics and improve cost control.

Art entered the insurance industry in the mid '80s where he helped create the nation's first point-of-service health-care plan, was involved in launching the original dental maintenance organization and also managed the insurance industry's original health maintenance organization.

“Art joins the Consortium at an unprecedented time in the health-care industry,” says Mimi Leonard, Consortium president and chief executive officer. “As health-care reform impacts member Blue Cross Blue Shield Plans, Art will lead Consortium's strategy to help Blue Plans bring health-care reform consultation to national employers and their advisors. What's more, with his technology roots and experience with the large employer market, Art will be instrumental in enhancing the visibility and value of the Blue System's assets and capabilities.”

The Consortium was formed in 1994 to help its member BCBS Plans position the Blue System as the carrier of choice for national accounts. The Consortium provides strategic market intelligence,

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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 24.6 million national account lives. The Consortium currently represents 21 member Plans and nearly 90 percent of the BCBS System national account enrollment.

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