

Blue Cross Blue Shield Head Announces Retirement

By Administrator

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Blue Cross and Blue Shield of North Carolina President and CEO Brad Wilson announced today that he will retire from the company later this year. Wilson started working at Blue Cross in 1996 and has served as President and CEO since 2010, leading the company through a period of rapid change in the health care industry. “It’s been a privilege to work for a company that has been helping North Carolinians live healthier for the past 84 years,” said Wilson. “Now is a good time to transition leadership to the next CEO – one who will lead Blue Cross through the next wave of health care reform just as I have been fortunate to do for the last seven years. I will work closely with the Board of Trustees to establish a timeline that ensures a smooth transition.”

“The Board of Trustees greatly appreciates Brad’s 20-year career of service to Blue Cross and his leadership as President and CEO during this period of transformation in health care and health insurance. As a reflection of his leadership, Blue Cross is well positioned to continue to serve North Carolina and represent our state’s interests in the rapidly-evolving health care industry,” said Board of Trustees Chair Frank Holding,

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. Holding said the Board will conduct a comprehensive search for the company’s next CEO, considering both internal and external candidates.

Over the past seven years, the company has helped the state begin the transition to value based care, so that health care costs are more focused on the quality of care rather than quantity of tests. Blue Cross’ bundled payments for orthopedic procedures reduce costs by up to 30% and improve outcomes, and the company has collaborated with hospitals across North Carolina to include quality of care incentives in every hospital contract.

Since 2010, Blue Cross also has increased its focus on healthy living, launching Get Outside North Carolina, HIKE NC! and Nourishing North Carolina initiatives. As Chair of the separate and independent Blue Cross and Blue Cross Shield of North Carolina Foundation, Wilson has overseen more than \$113 million in grants touching all 100 counties in North Carolina.

“I’m proud of the commitment our company, Foundation and Blue Cross employees demonstrate every day,” added Wilson. “From serving North Carolinians with care and compassion, to investing in healthy living and improving access to care, our company and Foundation work hard to fulfill their mission to improve the health and well-being of our customers and communities. I know that commitment will continue for years to come.”