



CareFirst Sales Flash

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CareFirst 
Family of health care plans

Date: April 27, 2017

Market: All segments

CareFirst Announces Leadership Reorganization

As part of our preparation for the challenges and opportunities that lie ahead, CareFirst is announcing today changes in our leadership team, and in the structure of the team itself. These changes are effective immediately.

Brian Pieninck will assume the role of **Chief Operating Officer**, directing all of CareFirst's Strategic Business Units (SBU) as well as the Technology & Operational Support Services (TOSS) division. Each of the business unit and division heads will report directly to Brian. In the two years that Brian has been with CareFirst, he has earned a reputation for high-impact performance, and now with the expanded team, will be focused on the growth and development of CareFirst's diverse businesses.

David Corkum, previously Senior Vice President of Commercial Markets at Minnesota Blue Cross and Blue Shield, will be joining CareFirst on May 1st to serve as **Executive Vice President of the Large Group and CFA SBU's**. With over 35 years of industry experience, Mr. Corkum brings a track record of success and an extensive range of health and related benefits knowledge to this position.

Today, we also announce a change in leadership of our Small/Medium SBU. **Steve Margolis**, who has served the company for over eight years, is no longer with the organization. Steve helped CareFirst form the Administrative Service Unit structure and led the Small/Medium SBU through the challenges of becoming an integrated Strategic Business Unit. We thank him for his many contributions and wish him the best.

A new EVP for the Small/Medium SBU has been selected and will join CareFirst in late July. In the interim, Brian, will work closely with our capable management team overseeing the Small/Medium SBU to ensure a smooth transition and pave the way forward.

Wanda Oneferu-Bey continues in her leadership of the **Consumer Direct SBU** as part of this new organizational structure.

CareFirst remains committed to delivering excellent products and services to the community and thanks you for your continued partnership through these changes.

–The CareFirst Leadership Team