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Blue Cross Blue Shield of Massachusetts Foundation Announces Senior Management Appointment

BOSTON – April 03, 2012 – The Blue Cross Blue Shield of Massachusetts Foundation has appointed Celeste Reid Lee to the position of Senior Director of Grantmaking. She will oversee all of the Foundation’s grants programs, including a new category of funding that supports innovative approaches to making health care more affordable. In 2011, the Foundation awarded grants totaling nearly \$3.3 million to 72 community organizations across Massachusetts.

Lee’s appointment marks her return to the Foundation, where she became the first Director of Community Health Programs shortly after the organization was created in 2001. During her six-year tenure, she helped to develop the Foundation’s grantmaking strategy and managed grant distribution throughout Massachusetts. Her responsibilities included overseeing grants administration and financial management and the development of technical assistance and capacity-building initiatives for grantee organizations. In 2007, Lee became a Senior Director at Blue Cross Blue Shield of Massachusetts, where her management responsibilities included business relations and supplier diversity and, subsequently, member, account, and provider enrollment. Her previous professional experience had included philanthropy, public relations, and marketing communications.

“Celeste possesses an exceptional blend of operational and management skills, health care expertise, community awareness, and experience with the Foundation and our grantee organizations,” said Sarah Iselin, president of the Blue Cross Blue Shield of Massachusetts Foundation. “In her new position, Celeste will be focused on ensuring that the Foundation’s grant investments produce long-term, measurable benefits for low-income and vulnerable residents of Massachusetts and the community organizations that serve them.”

Lee joins Kate Nordahl and Anna Gosline as members of Iselin’s senior management team. Nordahl is Director of the Massachusetts Medicaid Policy Institute, a Foundation program devoted to broadening public understanding of MassHealth, the public insurance program that includes both Medicaid and the Children’s Health Insurance Program (CHIP). Gosline, as Director of Policy and Research, is responsible for managing the Foundation’s policy work related to affordability, which includes in-depth research on the burden of rapidly rising health care costs, especially on low-income and vulnerable populations.

The mission of the Blue Cross Blue Shield of Massachusetts Foundation is to expand access to health care for uninsured, vulnerable, and low-income individuals and families in the Commonwealth. The Foundation was established in 2001 with an endowment from Blue Cross Blue Shield of Massachusetts. It operates separately from the company and is governed by its own Board of Directors.

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