



Sarah Iselin Named President of Blue Cross Blue Shield of Massachusetts Foundation

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OCTOBER 22, 2009 — Sarah Iselin has been named the next president of the Blue Cross Blue Shield of Massachusetts Foundation.

“Sarah has extensive knowledge of Massachusetts health care reform,” said Philip W. Johnston, Chairman of the Blue Cross Blue Shield of Massachusetts Foundation Board of Directors. “Her experience makes her the ideal leader for the Foundation as Massachusetts continues to implement and refine its approach to expanding health coverage to residents. Our Foundation was instrumental in beginning the state’s health reform program and we remain totally committed to preserving it. Sarah is the best person to help us to do that.”

Iselin is currently the Commissioner of the Massachusetts Division of Health Care Finance and Policy where she has managed and monitored critical phases of the implementation of the state’s landmark 2006 health care reform law, including the formation of the Health Safety Net, and the Fair Share, Free Rider, and Health Insurance Responsibility Disclosure requirements for employers. She also co-chaired the Special Commission on the Health Care Payment System which recently recommended a major overhaul in the way physicians and hospitals are paid. Prior to her appointment as Commissioner, Iselin worked on the development of statewide quality and safety initiatives for Blue Cross Blue Shield of Massachusetts. From 2001 to 2005, Iselin was the director of policy and research for the Foundation, where she played a key role in developing the Foundation’s Roadmap to Coverage initiative, which provided the framework for the state’s 2006 health reform law. Iselin earned a master’s degree in health policy and management from the Harvard School of Public Health and her undergraduate degree from the School of the Art Institute of Chicago.

“I’m very excited to return to the Foundation,” said Iselin. “Through its policy initiatives and grant program areas, the Foundation partners with innovators who are finding ways to improve access to care. I look forward to engaging in that work and sharing it with policymakers and others who are trying to expand access, particularly for low-income and vulnerable people.”

Iselin will begin working for the Foundation in January.

More About The Blue Cross Blue Shield of Massachusetts Foundation

The mission of the Blue Cross Blue Shield of Massachusetts Foundation is to expand access to health care. Through grants and policy initiatives, the Foundation works with public and private

organizations to broaden health coverage and reduce barriers to care. It focuses on developing measurable and sustainable solutions that benefit uninsured, vulnerable and low-income individuals and families in the Commonwealth, and served as a catalyst for the Massachusetts health care reform law passed in 2006. The Foundation was founded in 2001 with an initial endowment of \$55 million from Blue Cross Blue Shield of Massachusetts. The Foundation operates separately from the company and is governed by its own 18-member Board of Directors. It is one of the largest private health philanthropies in New England and in 2007 was awarded the Paul Ylvisaker Award for Public Policy Engagement by the Council on Foundations for its work on health care reform in Massachusetts.