

## Mark Friedberg Joins Blue Cross Blue Shield Of Massachusetts Leadership Team Friedberg will lead the company's performance measurement and improvement efforts

BOSTON, Aug. 7, 2019 /PRNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross") announced today that Mark Friedberg, M.D., has joined its leadership team as senior vice president of performance measurement and improvement. Friedberg is a national health policy expert whose research has focused on measuring and improving the performance of individual clinicians and health care organizations. He is a practicing general internist in primary care and an assistant professor of medicine, part-time, at Brigham and Women's Hospital and Harvard Medical School.

"Mark brings a strong clinical background combined with remarkable expertise in health policy research," said Chief Operating Officer Rich Lynch. "We're thrilled to welcome him to the team at an exciting time, when we're working to create a new kind of health care experience that truly puts the consumer at the center. With Mark's leadership, we'll continue to develop innovative advancements when it comes to measuring and improving the quality, affordability and safety of health care, as well as the member experience."



Friedberg previously worked at the RAND Corporation, a leading policy research organization, where he led multiple projects to measure and improve health system performance. He received an M.D. from Harvard Medical School, a Master of Public Policy from the Harvard Kennedy School of Government and a Bachelor of Arts from Swarthmore College.

"As a health services researcher and practicing physician, I've always admired Blue Cross' longstanding commitment to designing and implementing effective performance improvement programs," said Friedberg. "I'm excited to join the organization and continue this important work on behalf of our members."

### About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts ([bluecrossma.com](http://bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable health care *with* an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).

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