

## **Beth O'Rorke Named Blue Cross Blue Shield of Massachusetts' Chief Information Officer**

**BOSTON — October 20, 2015** —Blue Cross Blue Shield of Massachusetts (Blue Cross) recently announced Beth O'Rorke as the new Chief Information Officer and Senior Vice President of Information Technology (IT) and Operations. Beth will create better business value through technology delivery for Blue Cross' customers and members.

Beth is a seasoned IT expert with more than 25 years of experience in the retail, insurance, and consumer industries for companies including Hanover Insurance (formerly Allmerica Financial), Staples, and most recently Ahold, the parent company of Stop & Shop, Giant, and Albert Heijn.

"Beth's experience building best-in-class business operations will strengthen our capabilities and performance," said Deborah Devaux, incoming Chief Operating Officer at Blue Cross.

Beth received her MBA from the Bentley Graduate School of Business and holds a bachelor's degree in Business Administration from Providence College.

### **About Blue Cross Blue Shield of Massachusetts**

Blue Cross Blue Shield of Massachusetts ([www.bluecrossma.com](http://www.bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 30,000 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million 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](#).

For further information: CONTACT: Shirley J. Knowles 617-246-2373 [shirley.knowles@bcbsma.com](mailto:shirley.knowles@bcbsma.com)

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