

Brian Setzer Biography

LinkedIn Profile: [linkedin.com/in/brian-setzer-55bba19/](https://www.linkedin.com/in/brian-setzer-55bba19/)



Brian D. Setzer is executive vice president of Government Markets at Highmark Inc. In this role, Mr. Setzer leads the organization's efforts to be a leading provider of health care coverage under programs sponsored by the federal government, as well as the Commonwealth of Pennsylvania and states of Delaware and West Virginia. These programs include Individual and Employer Group Medicare Advantage, Medicare Supplemental, Medicaid, Individual and Small Group health insurance plans.

Mr. Setzer joined Highmark in July 2014, and has served as Chief Financial Officer and Chief Operating Officer of our Health Plans business unit. During this period, Mr. Setzer was heavily involved in the financial turnaround of the Health Plans business unit during a time of notable external competitor and regulator pressures.

Prior to joining Highmark in July 2014, Mr. Setzer served in a variety of finance, operations and compliance leadership roles at Cigna and General Motors.

Mr. Setzer holds a bachelor's degree in finance from the University of Tennessee and a MBA from Vanderbilt University.

Current Board of Director affiliations include:

- Highmark Choice Company
- Highmark West Virginia
- Highmark Senior Solutions Company
- West Virginia Family Health

Thought Leadership Topics:

Creating Customer Value

- Serving your customers in a manner that creates value for them drives successful business outcomes.
- In this light, Mr. Setzer served as the initial executive sponsor of Highmark's Creating Customer Value initiative. Established in 2015, this initiative sparked a multi-year transformation of the Health Plan's focus on improving health outcomes and reducing unnecessary medical expenses. These efforts have resulted in significant advancement of Highmark's clinical transformation priorities, eliminated waste in the system, and have dramatically improved the company's financial performance.

Performance and Financial Excellence in Government Programs

- Health insurance in the government sponsored sector of the industry requires a unique focus on performance excellence and compliance.
- With a deep skill set across finance, operations and compliance functions, Mr. Setzer has demonstrated a holistic perspective on how to serve our

Medicare Advantage, Medicaid and Individual segment customers in a manner that exceeds federal and state contractual obligations on a consistent basis.

- These efforts have resulted in notable external recognition for the company's quality and customer satisfaction performance, and serve as the fuel to support our strategic growth and financial performance objectives.

Interviews/Articles:

Panel Speaker – “Making Healthcare Better for All Americans,” American Health Insurance Plans 2019 Expo

About Highmark Inc.

One of America's leading health insurance organizations and an independent licensee of the Blue Cross Blue Shield Association, Highmark Inc. (the Health Plan) and its affiliated health plans (collectively, the Health Plans) work passionately to deliver high-quality, accessible, understandable, and affordable experiences, outcomes, and solutions to customers. As the fourth-largest overall Blue Cross Blue Shield-affiliated organization, Highmark Inc. and its Blue-branded affiliates proudly cover the insurance needs of 4.5 million members in Pennsylvania, Delaware, and West Virginia. Its diversified businesses serve group customer and individual needs across the United States through dental insurance and other related businesses. For more information, visit www.highmark.com.