

Dave Anderson Biography



Dave Anderson is Chief Executive Officer, Highmark Western and Northeastern New York. This includes oversight of Highmark Blue Cross Blue Shield in the Western New York market and Highmark Blue Shield in the Northeastern New York market.

Anderson was appointed to his current position in March of 2021, following the strategic affiliation of Highmark Inc. and HealthNow New York Inc., the parent

Anderson is a native of Fort Wayne, Indiana, and a graduate of Indiana University's Kelly School of Business, with a B.S. in Finance. He has been an entrepreneur, an executive in many facets of the health insurance industry, and is well versed in competitive and highly regulated health care markets. He is a resident of Buffalo, and the father of five grown children.

company of BlueCross BlueShield of Western New York and BlueShield of Northeastern New York, where he served as President and CEO since 2013. His tenure with the health plan has included extraordinary growth and stability, improved labor relations, and best-in-class employee engagement.

A seasoned health insurance executive with national experience and a strong track record of successfully engaging and managing organizations, Anderson previously served as CEO of UnitedHealthcare's Southern California Health Plan.

Anderson is a member of the New York Department of Financial Services State Insurance Advisory Board and serves as board member of several national and regional organizations, including the National Institute for Health Care Management (NIHCM). Anderson also serves on the boards of directors for ImpediMed Limited (ASX.IPD), Buffalo Toronto Public Media, Buffalo Niagara Partnership, Buffalo Sabres Foundation and GeBBS Healthcare Solutions, Inc.

Current Board Affiliations:

- Buffalo Niagara Partnership
- Buffalo Sabres Foundation
- Buffalo Toronto Public Media
- Department of Financial Services (DFS) State Insurance Advisory Board
- GeBBS Healthcare Solutions, Inc
- ImpediMed Limited (ASX.IPD)
- National Institute of Health Care Management (NIHCM)

Interviews/Articles:

Highmark deal with New York Blues brings 1 million new members

<https://www.post-gazette.com/business/healthcare-business/2021/03/01/Highmark-completes-affiliation-bluecross-BlueShield-western-New-York-northeastern-members/stories/202103010083>

About Highmark Blue Cross Blue Shield

Highmark Inc., doing business as Highmark Blue Cross Blue Shield, serves approximately 2.5 million members through the company's health care benefits business and hundreds of thousands of additional members through the BlueCard® program. Highmark Blue Cross Blue Shield is the market leader in commercial market share, and through its affiliated Blue companies has strong Medicare Advantage market share as well. All of Highmark's Medicare Advantage plans in Pennsylvania received a Centers for Medicare & Medicaid Services quality rating of 4.5 out of 5.0 stars. Every year, Medicare evaluates plans based on a 5-star rating system.

In western Pennsylvania, its unaided brand awareness, brand preference and overall brand rating are significantly higher than its

closest competitor. Highmark Blue Cross Blue Shield employs more than 4,000 people in western, north central and northeastern Pennsylvania. Highmark Blue Cross Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.highmark.com.