

James Fawcett Biography

LinkedIn Profile: [linkedin.com/in/james-fawcett-b8a48010/](https://www.linkedin.com/in/james-fawcett-b8a48010/)



James L. Fawcett is president of Highmark Blue Cross Blue Shield West Virginia, which serves approximately 300,000 members through the company's health care benefits business as well as a comparable number of additional members through the national BlueCard® program. Based in Parkersburg, Mr. Fawcett is responsible for all West Virginia market functions.

Mr. Fawcett has been with Highmark for more than 30 years. Prior to becoming president, Mr. Fawcett served in a number of leadership roles where he was responsible for the Medicaid markets in Highmark's Delaware and West Virginia health markets, sales and client management for Highmark's Pennsylvania individual and group health markets, and provider contracting and network management for Highmark's core markets in Pennsylvania, Delaware and West Virginia.

Mr. Fawcett holds a bachelor's degree from Indiana University. He was a commissioned Officer in the Air Force, and is a graduate of Leadership Pittsburgh class XXII.

Current Board of Director affiliations include:

- West Virginia Chamber of Commerce
- Parkersburg-Wood County Area Development Corporation
- West Virginia Health Information network
- West Virginia Family Health

Certifications & Designations:

- WV Insurance License for Casualty, Life, Accident and Health or Sickness
- Certified Healthcare Consultant (CHC)

Thought Leadership:

Provider Payment Arrangements

- Value Based Reimbursement
- Service Delivery Models

Population Health

- Community based Population Health Management
- Leveraging health information and technology for the community good

Workplace Diversity & Inclusion

- Promoting Diversity and Inclusion in the workplace

About Highmark Blue Cross Blue Shield West Virginia

Highmark Blue Cross Blue Shield West Virginia serves approximately 325,000 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 of West Virginia holds the largest share of the commercial market, and more West Virginians carry a Blue Cross Blue Shield card than any other insurance carrier in the state. With offices in Parkersburg, Charleston and Wheeling, Highmark West Virginia employs more than 700 people and serves as a key economic driver in the state with its total economic impact reaching \$262 million. Highmark West Virginia is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit www.highmark.com.