

Lori Schoonmaker Biography

LinkedIn Profile: [linkedin.com/in/lori-schoonmaker-228a199/](https://www.linkedin.com/in/lori-schoonmaker-228a199/)



Lori Schoonmaker is Senior Vice President of National Markets at Highmark Health Plan.

In this role, Ms. Schoonmaker has accountability for overseeing Highmark Inc.'s national market sales, retention and policy for 1.6 million Highmark members and over \$1B in revenue.

As a member of Highmark's Commercial Markets executive leadership team, she has accountability for the national P&L business segment and oversees a diverse staff with responsibilities for strategy, new sales, client retention, administration, nationwide consultant relations, clinical strategy and sales, as well as pre-sale activities, including revenue and pricing strategy and value creation.

Representing the 5th largest Blue Plan's national business segment, Lori's team strategically manages not only relationships with over 170 national plan sponsors but also leads existing and evolving partnerships with other Blue Cross Blue Shield Plans focused on national business, diversified offerings, persistency, profitability, growth and competitive market position.

Her areas of expertise include engaging leadership, Commercial sales, market dynamics, strategy, pricing and industry partnerships.

Lori earned a Bachelor of Science degree from Ohio University in Business and Communication.

She is a graduate of the Duquesne University's Women's Executive Leadership Program.

Current Board of Director affiliations include:

- Consortium Health Plans Board
- Chairman, Market Requirements Committee, CHP Board of Directors
- National Client Advisory Council, Blue Cross Blue Shield Association
- Board of Directors, Life's Work

Thought Leadership Topics:

Optimizing industry partnerships in an evolving and complex market

Boosting solutions for strategic plan sponsors

Commercial Market and enterprise strategy development

Interviews/Articles:

Highmark Health Annual Report, Business Highlights, 2014: Members' care ensured through transition in western Pennsylvania
<https://www.highmarkhealth.org/annualreport/business/healthplans/story1.shtml>

Article in Pittsburgh Post-Gazette, January 2017: Highmark opens the door to health care pricing
<https://www.post-gazette.com/business/healthcare-business/2017/01/27/Highmark-insurance-opens-door-to-health-care-pricing/stories/201701240027>

Article in Pittsburgh Post-Gazette, February 2017: Pittsburgh Film Office's 'Lights! Glamour! Action!' event rolls out red carpet at Convention Center

<https://www.post-gazette.com/life/seen/2017/02/27/PFO-s-Lights-Glamour-Action-event-held-at-the-Convention-Center/stories/201702270079>

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.