

## Capital BlueCross Announces Frank Fernández as SVP of Government Programs **Fernandez Brings Expertise in Working with Diverse, Underserved Populations**

Capital BlueCross today announced that Frank Fernández has joined the company as its new senior vice president of Government Programs. Fernández brings more than 20 years of diverse experience in the health insurance industry, with particular expertise in Medicare and Medicaid.

“Frank Fernández is immensely knowledgeable about the healthcare industry and his expertise will help Capital BlueCross remain a market leader in providing affordable, high-quality healthcare coverage,” said Capital BlueCross President and CEO Todd Shamash. “We are fortunate to have him on our team, and our members will greatly benefit from the experience and market insights he brings.”

Fernández has held a variety of management and executive-level positions with several insurers, most recently with Blue Cross and Blue Shield of Minnesota, where he served in dual roles as vice president of Government Markets and president and CEO of the company’s affiliated HMO. In that role, he spearheaded the growth and expansion of Medicare and Medicaid products with a focus on promoting diversity and working closely with underserved populations.

He has focused much of his career on health equity and improving access to care, and his expertise around these issues led Fernández to be included as a speaker at a White House Conference on Aging in 2015.

“I’ve devoted much of my career to closing gaps in access to healthcare, particularly among at-risk and vulnerable populations,” Fernández said. “Capital BlueCross has a strong reputation for creating a superior member experience and being an active, caring partner with the communities it serves, so coming on board at Capital BlueCross was a great fit. I’m looking forward to being a part of the company’s continued market leadership and growth.”

Fernández has a law degree from Hamline University School of Law, a healthcare MBA from the University of St. Thomas and a bachelor’s degree in political science with a focus on Latin American studies from Arizona State University.

### **About Capital BlueCross**

For more than 80 years, Capital BlueCross has served Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital Blue health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

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