

Capital Blue Cross Names Vicki Doulé New Lehigh Valley Executive Lead



ALLENTOWN – Capital Blue Cross has named longtime Lehigh Valley healthcare leader Vicki Doulé its new Lehigh Valley executive lead.

The appointment reunites Doulé with Capital Blue Cross, where she spent more than 23 years (1995-2018) in a steadily ascending role, rising to vice president of Group Sales. Since July 2018, Doulé has been senior vice president for BSI Corporate Benefits, a Bethlehem-based healthcare consultant.

“We’re thrilled to have Vicki return to us to fill such an important role,” said Capital Blue Cross President and CEO Todd Shamash. “She brings a love for the Lehigh Valley, a broad knowledge of its healthcare landscape, and a true passion for its people. Having her back to lead our Lehigh Valley operations

further illustrates our deep commitment to the region.”

“Vicki is one of the most accomplished professionals I have ever met in our industry,” said Tony DaRe, CEO at BSI. “Having known her for almost 20 years, as a peer and as a work colleague, there is no better person suited for this responsibility. Our BSI team is thrilled to continue our longstanding relationship with Capital Blue Cross.”

Doulé also has served the Lehigh Valley in several volunteer roles. She is a former board chair and current board-of-trustee member with ArtsQuest, and is on the board of directors for Via of the Lehigh Valley. She is a member of the Lehigh Valley Business Coalition on Healthcare’s wellness and education committee, and the United Way of the Greater Lehigh Valley’s Tocqueville Society member advisory cabinet.

“I’m so excited to come back to Capital Blue Cross, and to do so in a capacity that helps Capital continue its ongoing and expanding commitment to the Lehigh Valley,” Doulé said. “Capital and I have always shared the mission of going the extra mile every day to improve the health and well-being of this region’s people and communities.”

Capital has made significant recent investments in the Lehigh Valley, fully renovating its regional headquarters on Hamilton Street in Allentown in late 2021 and opening a Capital Blue Cross Connect health and wellness center at the site. Capital also is completing updates to its Capital Blue Cross Connect center in the Promenade Shoppes at Saucon Valley, which will also feature a new healthy café.

About Capital Blue Cross

[Capital Blue Cross](#) serves a 21-county region in Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind and promote health and wellness for our members. We focus on simplifying and personalizing the healthcare experience and using innovative solutions – including patient-focused care models, actionable data, and digital health technologies – to create healthier lives and lower healthcare costs. Our Capital Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.

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