



NEWS RELEASE

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Keith Shah named Wellmark's Chief Health and Innovation Officer *Shah to lead strategy and innovative improvements in health insurance*

DES MOINES, Iowa (November 9, 2022) — Wellmark Blue Cross and Blue Shield has named Keith Shah the executive vice president and chief health and innovation officer. In this role, Shah will lead strategy for and oversee Wellmark's contracting and relationships with health care providers, pharmacy benefits, medical policies, care management, and government programs.

Shah will lead teams charged with lowering the cost of health care and improving patient outcomes by creating innovative provider payment policies, maintaining a broad network of high-quality health care providers, supporting evidence-based care and care management, and addressing rapidly growing drug costs.

"We are pleased to welcome Keith Shah, who will lead the critical work happening in Wellmark's Health Care Innovation division," said Cory Harris, Wellmark's President and CEO. "His broad leadership and executive experience along with his direct background in provider payment strategies and population health management will be a vital asset to Wellmark and those we serve in Iowa and South Dakota."

Shah joins Wellmark with a wealth of health care industry knowledge and experience. Most recently he served as a senior leader for strategy and growth, and president of Applied Innovation at United Health Group – Optum. Prior to that, he served in a variety of health care organizations, including senior leadership roles with Prisma Health, FTI Consulting and 15 years at Blue Cross Blue Shield of South Carolina.

Shah holds a B.S. degree from Drexel University, a Master's of Organizational Development and an MBA from Clemson University, and a Ph.D. in health policy and economics from the University of South Carolina.

To learn more about Wellmark's leadership, visit [Wellmark.com/about](https://www.wellmark.com/about).



Keith Shah

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