SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS **SEPT. 12, 2016**

HIGHMARK WEST VIRGINIA NAMES CATHY GOLDEN AS DIRECTOR OF PROVIDER RELATIONS

Cathy Golden

Highmark Blue Cross Blue Shield West Virginia is pleased to announce that Cathy Golden has been appointed as the health plan's new director of Provider Relations, effective Sept. 12, 2016.

Based in Parkersburg, Golden is responsible for leading the Provider Relations team and for driving customer value through provider-facing advisory in support of Highmark West Virginia's provider partnership models. She is also responsible for developing and maintaining relationships with key large and complex provider practices and for overseeing other strategic initiatives.

Since joining Highmark West Virginia in 1997, Golden has served in a variety of roles and departments, including both advocacy and supervisory roles in Member Service; systems coding and development of benefit structures; and serving nine years in Client Management as a full-service liaison between Highmark West Virginia and large group clients. Most recently, Golden served as a senior client manager in Sales and was responsible for successfully establishing and sustaining strong, effective business relationships with our group customers.

Golden has an associate's degree in Office Administration from West Virginia University at Parkersburg. She also holds an active State of West Virginia Life, Accident & Sickness producer license. Additionally, Golden has earned a Professional, Academy for Healthcare Management (PAHM) designation and a Blue Cross Blue Shield Association (BCBSA) Certified Health Consultant (CHC) designation.

She can be reached via email at cathy.golden@highmark.com and by telephone at 304-347-7730.

Please join us in congratulating Cathy and supporting her in this new role.

HIGHMARK West Virginia

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