

Tricia A. Keith to succeed Daniel J. Loepp as president and CEO of Blue Cross Blue Shield of Michigan

On May 15, 2024, Blue Cross Blue Shield of Michigan's Board of Directors appointed Tricia A. Keith to succeed Daniel J. Loepp as president and CEO following his retirement on January 1, 2025.

Mr. Loepp had many achievements during two decades of leadership at Blue Cross, including transforming the company from a large single-state health insurance plan to a diversified multi-company enterprise of national scale.

Ms. Keith, a Michigan native and lifelong resident, will become the company's first female chief executive. She has been with Blue Cross Blue Shield of Michigan since 2006, and currently serves as executive vice president, chief operating officer and president of Emerging Markets.

"She has the energy, experience, and innovative spirit our company needs as health care continues to change," Mr. Loepp said. "She is the right leader at the right time for Blue Cross Blue Shield of Michigan."

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