



Regence BlueShield is an Independent Licensee  
of the Blue Cross and Blue Shield Association

FOR IMMEDIATE RELEASE  
January 5, 2010

**Contact:** Rachele Cunningham  
(206) 332-3713, [rmcunni@regence.com](mailto:rmcunni@regence.com)

## **Regence BlueShield Welcomes Chris Gorey as Vice President of Sales**

SEATTLE — Regence BlueShield has named Chris Gorey as Vice President of Sales. In this role, he will lead sales and account management for Regence BlueShield and Asuris Northwest Health.

Chris comes to Regence from the Trustmark Companies, where he was responsible for identifying and pursuing acquisitions that would result in new growth. Before joining Trustmark, he led a start-up venture in the Chicago area with Benefit Harbor, which provided a technology solution in outsourcing their benefits administration for mid-sized employers. His sales experience includes leadership roles with CoreSource in the central U.S. region and Humana in the Chicago area. He first entered the health care arena with the Market Strategy Group of BlueCross BlueShield of Illinois. Chris began his professional career providing business process consulting through Andersen Consulting (now Accenture).

“We are fortunate to have Chris Gorey join Regence. His extensive experience in health care benefits will make him a valuable resource for Washington employers, agents and the communities we serve,” said Jonathan Hensley, president of Regence BlueShield and Asuris Northwest Health. “I would also like to thank Brady Cass for his outstanding interim leadership as he returns full-time to his role with Asuris.”

Chris has an undergraduate degree from Vanderbilt University, and earned a master’s degree in business administration from the Kellogg Graduate School of Management at Northwest University. He is based in Seattle.

### **About Regence BlueShield:**

Regence BlueShield is a leading health plan in Washington with more than one million members, offering health, life and dental insurance. Regence is the largest health insurer in the Northwest / Intermountain Region, serving more than 2.5 million members as Regence BlueShield (selected counties in Washington), Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon and Regence BlueCross BlueShield of Utah. Each plan is a nonprofit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit [www.regence.com](http://www.regence.com) or [www.twitter.com/RegenceWA](http://www.twitter.com/RegenceWA).

###