



**Arkansas
BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

news release

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FOR IMMEDIATE RELEASE

Robert Griffin, M.D., named senior vice president and chief medical officer for Arkansas Blue Cross and Blue Shield

Little Rock, Ark. (June 23, 2010) — Robert Griffin, M.D., of Fayetteville, has been named senior vice president and chief medical officer for Arkansas Blue Cross and Blue Shield, according to Mike Brown, executive vice president and chief operating officer.

In his new role, Griffin will offer his professional and technical counsel to the operation of existing health plan services and to the planning and development of future services. His role will be to promote improved services to members and health care providers.

Griffin attended the University of Arkansas at Fayetteville. He earned his bachelor's degree from the U. S. Military Academy at West Point, N.Y. Griffin earned his doctorate in medicine from Emory University in Atlanta, Ga. Prior to joining Arkansas Blue Cross, Griffin worked as the senior medical director for Blue Cross and Blue Shield of Vermont from 2003 to 2010. Griffin served in the U.S. Army from 1967 to 1999. Throughout the years, he rose in the ranks from infantry platoon leader to commanding general. He retired from active military service in 1999.

Griffin has earned certifications from the National Board of Medical Examiners and the American Board of Surgery. He is a fellow of the American College of Surgeons, a

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member of the American Academy of Physician Executives, National Eagle Scout Association, Military Officers Association of America, Association of Graduates of the U.S. Military Academy and former chairman of the Blue Cross and Blue Shield Association's National Council of Physician and Pharmacy Executives. Griffin served in combat in the Vietnam and Persian Gulf wars and has received many military honors including, but not limited to, a Distinguished Service Medal, Silver Star, Legion of Merit, Bronze Star Medal, Air Medal, Purple Heart, Combat Infantry Badge and Ranger Tab.

Griffin and his wife, Ann, have six adult children — Robert, Daniel, James, Carolyn, Laura and Thomas.

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million — nearly one in three — Americans.

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