

# Welcome, Patrice

## Vice President / General Manager Individual and Family Plans



A handwritten signature in black ink that reads "Patrice Bergman". The signature is fluid and cursive, matching the name of the woman in the portrait.

### **Continuing the mission to provide access trusted, total care for all Californians**

Blue Shield of California is pleased to announce Patrice Bergman as Vice President and General Manager, Individual and Family Plans, as of February 1. Patrice's experience and knowledge of the IFP market and broker channel will bring expertise and leadership to this growing market.

Prior to this role, Patrice has been Vice President of Specialty (dental, vision, life) for Blue Shield. "Patrice successfully built a Specialty business that provides competitive products and an integrated sales strategy with our Commercial and Consumer Markets teams. Specialty has consistently exceeded targets, including an incredibly strong 2020. I'm confident that Patrice's strategic vision and leadership will continue to fuel our success in growing the IFP market," said Don Antonucci, Senior Vice President, Growth.

Among other accomplishments, Patrice is proud of her work implementing the Affordable Care Act to provide essential dental and vision coverage to 240,000 pediatric members. More recently she helped expand affordability and access in the IFP market with the new Family Dental PPO and HMO options which launched just this year.

"Leading Specialty has provided the opportunity to get to know the brokers and consultants through all our market segments," Patrice said. "I look forward to working more closely with the IFP community, and am committed to our partnership to provide trusted, total care options with Blue Shield for all Californians."

Patrice brings over 30 years of industry experience, with the last thirteen at Blue Shield, including leadership roles in sales, product development, public policy, and business growth strategy.

As a founding member of Blue Shield's Diversity, Equity & Inclusion executive steering committee, Patrice is committed to developing and supporting an employee workforce as diverse and inclusive as the communities Blue Shield serves. As vice president and general manager for the IFP market, Patrice looks forward to a leading role in the organization's expanded focus on addressing health equity for all Californians.

Patrice and her husband, Craig, live in Northern California. Together, they enjoy traveling to new places with their three college-aged children and exploring local food and culture.