



Welcome, Shayna

Senior Vice President, Medicare and Specialty

Blue Shield welcomes an experienced new leader for the individual market

Blue Shield of California is pleased to announce Shayna Schulz as Senior Vice President Medicare and Specialty, as of February 1. The transition of one of Blue Shield's top executives into this role demonstrates our commitment to, and prioritization of, the Medicare market (Medicare Advantage, Medicare Supplement, Group Retiree products, Medicare Prescription Drug Plan and Special Needs Plans) and Specialty lines of business (Dental, Vision, Life).

Shayna will take over a Medicare team already performing at a high level, having achieved a four-star Medicare rating in 2020, and added 32,404 new Medicare members in the last year. [Theresa Boudreau](#), who has led Blue Shield's small business account management team for brokers, will join Shayna serving as Vice President and General Manager of Specialty business.

Shayna first joined Blue Shield in 2015 to lead Customer Experience and has been Senior Vice President of Transformation and Operations since 2019. "Shayna has done an amazing job building high-performing teams, establishing dedicated operations for Medi-Cal and Medicare, and partnering to exceed 2020 transformation targets," said Todd Walthall, Chief Operating Officer.

Among other accomplishments, Shayna is proud of the work she has done to transform the claims and billing experience, delivering better member payment options and creating customer-focused communications. As a result, Blue Shield of California was recently recognized as one of the top five health plans nation wide for customer satisfaction.

"Together, we made significant strides in delivering a better member experience," Shayna said. "We will continue in this direction, specifically for our Senior markets members, who have a unique set of expectations, interests, and needs of their health plan. They're looking for more than processing claims – a lot more. We will continue to meet and exceed those expectations and will win together by delivering the best experience in the market."

Shayna lives in Northern California with her husband and two high school children. When not working, she enjoys traveling, reading and being outdoors.

A handwritten signature in black ink that reads "Shayna Schulz".