



Broker Alert

Earlier today – Wednesday, January 8, 2025 – Blue Shield of California announced new leadership for a modernized corporate structure. This involves the formation of a new non-profit parent company, Ascendium, which will oversee Blue Shield of California, Blue Shield Promise Health Plan, Altais, and a new company focused on innovation in healthcare solutions, Stellarus.

With this change, there are also some leadership updates:

- Paul Markovich will assume the role of President of Ascendium after leading Blue Shield of California for 11 years.
- Lois Quam, who joined Blue Shield of California last year as President, will also assume the role of CEO of Blue Shield of California.

Lois is making listening to our customer and members' experiences a priority – what works and what doesn't work – to gain a deep understanding of what Blue Shield needs to do. She will also spend time working with and listening to hospitals, health systems, state officials – and brokers – to make California a model for health care.

We want to reassure you that this organizational and leadership restructuring will not change how Blue Shield of California supports and serves its current and future members, customers, brokers, or provider partners. Our commitment to delivering high-quality healthcare remains steadfast.

We are excited about this new chapter and the opportunities it brings to enhance our services and better serve you.

Thank you for your continued trust and partnership. Should you have any questions or need further information, please contact your Blue Shield representative.

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