



Group Broker Update



We first and foremost hope everyone is safe and recovering from the devastating fires across the state. Wildfire resources are [available here](#) for those who are still affected.

Blue Shield recently announced a new company structure, with Lois Quam named as CEO – the first woman in our history to hold the position. Lois takes over for Paul Markovich, who will still be an integral part of Blue Shield. Paul leads our new non-profit parent company Ascendium which oversees Blue Shield of California, Blue Shield Promise, Altas, and a new company focused on innovation in healthcare solutions called Stellarus.

This modernized structure gives us added flexibility in attracting capital, gaining partners across the industry, and ultimately fulfilling our mission to create a healthcare system worthy of our family and friends that is sustainably affordable.

Thank you for everything you do for Blue Shield.

A handwritten signature in black ink, appearing to read "Jason Bleau". The signature is stylized with a large, looping "J" and a long, horizontal flourish at the end.

Jason Bleau

Vice President & General Manager
Core Accounts and Small Group

[Learn more](#)

Combined Topics

- [Lois Quam named first woman Blue Shield CEO, with new non-profit parent company Ascendium announced](#)
- [Pharmacy Reimagined official launch and continued learnings](#)
- [1095 forms mailed to fully insured members](#)

Small Business:

- [Bonus programs extended for 2025](#)
- [Your Q2 2025 cycle launch recap](#)
- [Tools for the trusted advisor](#)

Large Group:

- [Tools for the trusted advisor](#)

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