



Don George

Don George, President and CEO of Blue Cross Blue Shield of Vermont (BCBSVT). Mr. George joined BCBSVT in 1993 and has held various and increasing levels of responsibility during his career with the health plan. As CEO he leads a vision commitment to achieving a transformed health care system in which every Vermonter has health care coverage, and received timely, effective, affordable care. He also established a mission commitment to producing outstanding member experiences leading to BCBSVT's ranking as the number one BCBS plan in America in overall service to its members and led an organizational transformation reducing operating expenses by 24 percent while achieving membership growth of 47 percent. He established an employee focused culture and progressive management programs leading to BCBSVT's ranking as the number one Best Place to Work in Vermont (large employer category) and being named among the best medium-sized companies in America for which to work by Fortune Magazine. Prior to becoming CEO in 2009, he was Vice President of the company's Managed Health Systems division and Senior Vice President and Chief Operating Officer of The Vermont Health Plan, BCBSVT's subsidiary HMO. As Vice President of the Managed Health Systems division, he led the development of medical management and quality programs which resulted in BCBSVT and TVHP being named among America's Top 50 Health Plans by U.S. News and World Report. He also oversaw performance improvement programs that were recognized by the Vermont Council for Quality with the Governor's Award for Performance Excellence.

In addition to his responsibilities at BCBSVT, he is a member of the board of directors of the Vermont Information Technology Leaders and RiseVT, as well as chair of the board of directors for The Vermont Caring for Children Foundation and chair of the board of directors for Vermont Collaborative Care. Prior to joining BCBSVT, he worked at the Medical Center Hospital of Vermont. He has Bachelor's degrees in business and political science from the University of Vermont and a Master's degree in management and administration from St. Michael's College. A Barre native and lifelong Vermonter, he now resides with his family in Richmond.