



## MASSACHUSETTS



As Chairman, President and CEO of Blue Cross Blue Shield of Massachusetts, Cleve's focus is to maintain BCBSMA's world class operational excellence, to implement our Corporate Promise "To Always Put Our Members' Health First," and to pursue solutions to the difficult health care issues of our time. Cleve believes that to fulfill our Corporate Promise, BCBSMA must work collaboratively with others in the community to improve the quality and safety of the care our members and the community-at-large receive.

Cleve became President and CEO in July, 2005. He joined BCBSMA in 2004 as President and Chief Operating Officer. During his 30-plus years in the health care industry, Cleve has earned a reputation as an innovative manager, dynamic teacher, and insightful analyst.

Prior to coming to Massachusetts, Cleve was President and CEO of Health Alliance Plan (HAP) in Detroit, one of Michigan's largest, most experienced managed care companies. Under Cleve's leadership, HAP provided value to its more than 500,000 members by fostering patient-centered relationships between health care delivery systems, practitioners, and health plans to improve quality. In addition to his HAP leadership, Cleve also served as the Senior Vice President of Insurance and Managed Care for Henry Ford Health System.

Prior to joining HAP, Cleve served as President of Kaiser Permanente's Central East Division.

Cleve formerly served as Senior Vice President of health care operations for Blue Cross and Blue Shield of Rochester where he oversaw medical affairs, utilization analysis, network development and provider contracting for the health care operations group. He also served as President of the Genesee Valley Group Health Association.

Cleve holds a Bachelor of Science degree from the Massachusetts Institute of Technology and a Master of Public Health degree from Yale University.

Cleve is a faculty member of the Harvard School of Public Health and serves on the Harvard Medical School Board of Fellows.

He serves on the boards of the Blue Cross Blue Shield Association, Blue Cross Blue Shield of Massachusetts Foundation, Greater Boston Chamber of Commerce, Carroll School of Management at Boston College, Jobs for Massachusetts, National Center for Healthcare Leadership, National Institute for Health Care Management and The Travelers Companies, Inc. Cleve is a trustee of The MITRE Corporation, Boston University and The Museum of Fine Arts Boston, as well as a member of the Corporation of the Massachusetts Institute of Technology. He is an overseer of TIAA-CREF. He is a founding member of the Executive Leadership Council—an independent, non partisan, nonprofit corporation in Washington, DC established to provide African American executives with a leadership advisory forum on business, economic and public policy issues.

In 2002, Northwood University honored Cleve as one of America's "Outstanding Business Leaders." In 2003, Cleve received an honorary doctorate (doctor of laws, honoris causa) from Northwood.