



**KEN R. LAUTSCH**  
**Vice President &**  
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**Blue Shield**

**K**en R. Lautsch is the Vice President & General Manager of Premier Accounts, with responsibility for the overall management and performance of all Blue Shield customers with 3,000 or more employees. These responsibilities also include the management of Blue Shield's Federal Employee Plan and Blue Card and National Par teams. Overall, this segment encompasses more than 1 million members and represents more than \$3 billion in annual revenue.

Ken has more than 25 years of health plan and insurance experience. Most recently he was the VP and General Manager of Blue Shield's middle market segment. He has held leadership positions at UnitedHealth Group, Aetna, The Hartford and Prudential Insurance.

Ken is responsible for segment strategy, programs, product, sales and account management for Public Sector, Labor & Trust and Commercial Business. He has a wealth of experience in all aspects of employee benefits, especially health benefit plans for large accounts, in both the public and the private sector.

Ken has an M.B.A. from Pepperdine University and a B.S. from the State University of New York (SUNY) at Geneseo.