



Regence BlueShield of Idaho is an Independent
Licensee of the Blue Cross and Blue Shield Association

Regence BlueShield of Idaho News Release

April 28, 2008

For immediate release

Contact: Mike Tatko
(208) 798-2221 – office
(208) 791-2332 – cell
mike.tatko@regence.com

Regence BlueShield of Idaho re-elects D. Kurt Seppi chair of board of directors *Company also names Lewiston surgeon Chris Moreno to board*

LEWISTON – Twin Falls family physician D. Kurt Seppi, M.D., has been re-elected chair of the board of directors for Regence BlueShield of Idaho, and Chris Moreno, M.D., of Lewiston has joined the board, the company announced.

Additionally, Nancy K. Vannorsdel, president and chief executive officer of the Boise Metro Chamber of Commerce, was re-elected to a one-year term as secretary/treasurer.

Dr. Seppi, who was elected to a one-year term as chair, is medical director and managing partner of Physician Center in Twin Falls, a 19-provider multi-specialty primary care group. He joined Physician Center in 1987 and has been president and managing partner since 1996. He has also been medical director at Magic Valley Regional Medical Center Home Health Care in Twin Falls since 1996. Dr. Seppi has served as a member of the Regence BlueShield of Idaho Board of Directors since 1997, and Vannorsdel has been a member since 1999.

Dr. Seppi and his wife, Ann, have three children ranging in age from 19 to 10.

Dr. Moreno has practiced general surgery in the Lewis-Clark Valley for 21 years. His wife, Joyce Majure, M.D., is also a general surgeon in Lewiston. The couple has three children ranging in ages from 19 to 23.

Dr. Moreno graduated from C.M. Russell High School in Great Falls, Mont., in 1973. He graduated from Gonzaga University in Spokane in 1977 and then graduated from the Montana WAMI (Washington-Alaska-Montana-Idaho) program and University of Washington Medical School in 1981.

He completed a general surgery residency at the University of Colorado Affiliated Hospitals in Denver in 1986.

“We’re fortunate to have community leaders such as Dr. Seppi, Dr. Moreno and Nancy Vannorsdel on our Board of Directors,” said John Stellmon, president of Regence BlueShield of Idaho. “The Board’s knowledge of business and health care will help lead our organization in our goal to improve the health care system for all Idahoans.”

The Board of Directors of Regence BlueShield of Idaho reviews and approves company policies and provides strategic vision and business planning.

Other Board members include: James R. Blackman, M.D., retired dean for Regional Affairs and Rural Health for the WWAMI (Washington, Wyoming, Alaska, Montana, Idaho) Office of Clinical Medical Education, Boise; Gregory L. Charlton, Senior Vice President of Branch Administration at Idaho Independent Bank, Boise; Wayne Hollingshead, general manager of Tribune Publishing Company, Lewiston; Mary R. McFarland, PhD, R.N., dean of professional studies at Gonzaga University, Spokane; Michael K. McMurray, who is retired from Boise Cascade, Boise; Jeffrey G. Nessel, vice president of D.A. Davidson & Co., Lewiston; and Richard J. White, president and owner of Ray J. White & Sons, Lewiston.

Retiring from the board after 20 years of service is Daniel Miller, M.D., a physician surgical assistant and retired otolaryngologist, Lewiston.

About Regence BlueShield of Idaho

Regence BlueShield of Idaho is a leading health plan in Idaho with more than 200,000 members, offering health, life and dental insurance. Regence is the largest health insurer in the Northwest/Intermountain Region, serving nearly three million members as Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (in Washington). Each plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities and to transforming our health care system. For more information, please visit www.regence.com.

###