



## Scott P. Serota

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**Scott Serota** is a healthcare expert and retired executive with more than four decades of leadership experience. He most recently served as president and chief executive officer of the Blue Cross Blue Shield Association (BCBSA), a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies, stepping down in January 2021 after 21 years in that role. He joined BCBSA in 1996, serving first as executive vice president for system development, where he was responsible for new business, strategy and technology evaluation, then as chief operating officer.

Previously, Serota was president and CEO of Chicago-based Rush Prudential Health Plans, where he led the integration of Rush-Presbyterian-St. Luke's Medical Center Health Plans and The Prudential. Early in his career, he created and led Physicians Preferred Health Inc., a Missouri-based PHO.

Scott Serota is a founding member of the National Business Group on Health's Institute on Healthcare Costs and Solutions. He is Chairman of the Board for the Brain Research Foundation and a member of the following Boards: Athletico Physical Therapy, Northwestern Memorial Health System-South Region, Blue Cross Blue Shield of Michigan and Unitek Learning. Mr. Serota is also Director of Henry Schein, Inc. and an advisory Board member of Paragon Biosciences and the Vistria Group. He serves on the Leadership Council of the Healthcare Financial Management Association, the American College of Healthcare Executives, the Dean's Leadership Council for the College of Science at Purdue University and the Washington University School of Medicine National Council.

Mr. Serota was appointed by President George W. Bush to the Policy Committee of the White House Conference on Aging—advising the Administration and Congress on policies, programs and services affecting the nation's older citizens—and served as Chairman of the Subcommittee on Health. He was a charter member of the American Health Information Community, a federally chartered commission formed to advance health information technology, including electronic health records.

Among civic leadership roles, Serota served on the CEO Advisory Board for Building a Healthier Chicago. He has been a featured speaker at leading business and industry forums, including the U.S. Chamber of Commerce, the Detroit Economic Club, the Executives Club of Chicago, the Jonathan Club in Los Angeles, the Wharton School at the University of Pennsylvania and the World Healthcare Congress in Washington, D.C.

Serota earned a bachelor's degree from Purdue University and a master's in health administration and planning from the Washington University School of Medicine. He holds an honorary doctorate of science from Purdue University and has been named a distinguished alumnus of both Purdue and Washington University.