

**Bybee, Cressinda**

**From:** Natalee Campbell [natalee\_campbell@edmamericas.com]  
**Sent:** Friday, July 18, 2014 4:51 PM  
**To:** Bybee, Cressinda  
**Subject:** BC NEPA Public COmment by Scott Byers, EDM Americas, Inc.

EDM Americas

July 18, 2014

Cressinda Bybee  
Company Licensing Division  
PA Insurance Department  
1345 Strawberry Square  
Harrisburg, PA 17120

Dear Cressinda Bybee,

As President and CEO of EDM Americas, an information management company and leading employer in northeastern Pennsylvania, I am pleased to voice my support for the proposed merger between Blue Cross of Northeastern Pennsylvania (BCNEPA) and Highmark, Inc.

Our company, formerly Diversified Information Technologies, recognized the benefit of affiliating with a larger company, the EDM Group, to create EDM Americas, so that we had the capital and support to become a more cost-effective business that delivers greater value to our customers. That is equally important in today's competitive health care marketplace. Health insurers must provide a comprehensive portfolio of insurance services to their business customers and their employees, and must be able to deliver those services efficiently.

Large companies like Highmark have the scale, resources and capital to operate more efficiently, invest in new technologies and best practices, and develop a wider range of products and services for employers and their workers. Combining these strengths with BCNEPA's effective customer service capacity and reputation in the regional market will produce a stronger company that has a deeper offering of products, services and capabilities for its customers. That will benefit companies in this region, as well as their employees.

Our company has maintained a strong relationship with BCNEPA. I am confident that this will continue if the proposed merger is approved. Thank you for this opportunity to present my comments as your agency considers this transaction.

Sincerely,



Scott Byers  
President & CEO

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**Natalee Campbell**  
Corporate Affairs



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