

**Pamela Rogers**  
**Director, Product Innovation**  
**WellPoint, Inc.**

Pam Rogers joined Anthem Blue Cross and Blue Shield in 1993 and has worked in a variety of capacities, including five years in Product Development and client implementations, and with experience across many disciplines: business development, operational performance improvement and quality assurance, and data warehouse management. She is responsible for the implementation of Wellpoint's Health Savings Account product across the enterprise, product management of the Anthem ByDesign Health Reimbursement Arrangement, and strategy development regarding Anthem's approach to Health Care affordability issues from a product perspective. In addition, Pam has consulted with Treasury officials and senior Congressional leaders to address various issues surrounding Health Savings Accounts.

Prior to WellPoint, Pam worked as a financial consultant for small manufacturing firms, and worked in finance for Occidental Petroleum Corporation. Pam has spoken in various venues, including the Consumer Directed HealthCare Conference, the National Association of Managed Care Regulators, the Blue Cross and Blue Shield Association Conference, as well as various audio conferences.