

Joy Matoney Biography

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Joy Matoney is Vice President, Diversified Business Planning & Enablement for Highmark Inc. In this role, she has direct accountability for planning and executing strategic initiatives aligned to Highmark's growth agenda, including organic growth in membership, strategic affiliations, provider partnerships and joint ventures.

She was promoted to this role in 2022 after serving as Chief of Staff to the President of Highmark Inc., during which she brought to life business and operational strategy for the Health Plan and its Diversified Businesses.

She previously served as Director of Market Strategy for Senior and Government Markets for Highmark Inc., where she was responsible for leading transformational market growth initiatives.

She joined Highmark in 2009 as Director of Health Plan Operations where she led a large, shared services team accountable for operational planning, analytics, compliance and communications.

Prior to joining Highmark, she served the first half of her 20+ year career in IT and Management Consulting specializing in Human Capital and Strategic Change for top firms including BearingPoint Inc. and Accenture.

She earned a Bachelor of Science degree in Biomedical Engineering from Northwestern University in 1999.

She is a 2019 Highmark Living Proof Team Award Recipient recognized for her work in helping to retain Highmark's Medicare Advantage members and far exceed retention goals during a time of unprecedented network disruption.

Thought Leadership Topics:

- Strategic Change Execution
- Operational Planning and Business Realization
- Organizational Effectiveness and Communications

About Highmark Blue Cross Blue Shield

Highmark Inc., doing business as Highmark Blue Cross Blue Shield, serves approximately 2.5 million members through the company's health care benefits business and hundreds of thousands of additional members through the BlueCard® program. Highmark Blue Cross Blue Shield is the market leader in commercial market share, and through its affiliated Blue companies has strong Medicare Advantage market share as well. All of Highmark's Medicare Advantage plans in Pennsylvania received a Centers for Medicare & Medicaid Services quality rating of 4.5 out of 5.0 stars. Every year, Medicare evaluates plans based on a 5-star rating system.

In western Pennsylvania, its unaided brand awareness, brand preference and overall brand rating are significantly higher than its closest competitor. Highmark Blue Cross Blue Shield employs more than 4,000 people in western, north central and northeastern Pennsylvania. Highmark Blue Cross Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.highmark.com.