Joe Haddock Biography

LinkedIn Profile: www.linkedin.com/in/joseph-haddock

Joseph Haddock is the Segment President for Eastern Pennsylvania which includes Highmark Blue Cross Blue Shield in the Northeast Pennsylvania market and Highmark Blue Shield in the Central Pennsylvania market.

In this role, Mr. Haddock is responsible for the overall performance of Highmark's commercial clients while developing and implementing strategic objectives to grow membership and maintain positive operating margin. He also serves as a primary liaison with community stakeholders, business partners, and advisory boards throughout the region.

Joe has over 25 years of leadership and sales experience in the health care industry focusing on revenue and membership growth, distributional channel development, product and program execution, strategic partnership development, and market expansion.

Prior to joining Highmark in June 2022, Joe served in various leadership positions over a 20+ year career with Geisinger Health Plan including Chief Sales Officer. More recently, he served as Executive Vice President and Chief Revenue Officer for Homestead Smart Health Plans.

Throughout his career, Joe has delivered results and served as a champion for enhancing the member experience, increasing adoption and engagement of population health management programs, developing cost containment solutions, and enhancing employee engagement and workplace culture.

Joe earned his bachelor's degree in business administration from Bucknell University and his master's degree in health administration from the University of Scranton. In 2023, he graduated from Leadership Harrisburg, Executive Leadership Series.

Thought Leadership Topics:

- Payer Provider Partnerships
- Population Health Management
- Distribution Channel Development
- Member Engagement and Experience
- Workplace Culture

Current Board of Director Affiliations Include:

- Director, Greater Wyoming Valley Chamber of Business and Industry
- Director, Greater Wilkes-Barre Industrial Fund
- The Pennsylvania State System of Higher Education Foundation Board of Directors

Recent Media Coverage:

Penn State Health and Highmark: bringing world-class, accessible care close to home

About Highmark Inc.

One of America's leading health insurance organizations and an independent licensee of the Blue Cross Blue Shield Association, Highmark Inc. (the Health Plan) and its affiliated health plans (collectively, the Health Plans) work passionately to deliver high-quality, accessible, understandable, and affordable experiences, outcomes, and solutions to customers. As the fourth-largest overall Blue Cross Blue Shield-affiliated organization,

Highmark Inc. and its Blue-branded affiliates proudly cover the insurance needs of approximately 6.8 million members in Pennsylvania, Delaware, New York and West Virginia. Its diversified businesses serve group customer and individual needs across the United States through dental insurance and other related businesses. For more information, visit www.highmark.com.