



BlueCross BlueShield of Alabama

**Media Release
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Blue Cross and Blue Shield of Alabama Announces Two Officer Promotions

Birmingham, AL — Blue Cross and Blue Shield of Alabama announces the promotion of Dow Briggs, M.D. and David Platt.

Dr. Dow Briggs has been named Executive Vice President. Most recently, Dr. Briggs served as Chief Business Officer where he was responsible for all aspects of Claims, Customer Service, Health Management, Health Care Networks, and the Sales and Marketing areas. Dr. Briggs joined Blue Cross in 2004 and has served as Associate Medical Director, Medical Director, Vice President of Health Management, and Senior Vice President of Business Operations. Dr. Briggs completed his undergraduate work at the University of Virginia, where he received a bachelor's degree in Religious Studies. He received his Doctor of Medicine from the UAB School of Medicine where he completed his internal medicine residency. Prior to joining Blue Cross, Dr. Briggs served as Assistant Professor of Medicine and Medical Director of Managed Care for the UAB Health System. Dr. Briggs is currently a board member for New Directions Behavioral Health, Blue Cross' behavioral health partner, and for Blue Health Intelligence, an affiliate company of the Blue Cross and Blue Shield Association. Dr. Briggs also serves as a board member for The Bell Center, The Virginia Samford Theatre, and United Way of Central Alabama.

David Platt has been named Vice President of Large Group Sales. Platt has been with Blue Cross for 23 years. During his tenure, he has served as Executive Sales Manager, Manager of Account Executive Program, Birmingham District Office Manager, Executive Director of Consumer Insurance Division, Account Executive, Marketing Representative and Group Service Representative. Originally from Mobile, Platt is a graduate of the University of Alabama with a degree in Corporate Finance. Platt is involved in a number of community organizations and serves on the boards of the Greater Shelby County Chamber of Commerce and the Mountain Brook City Schools Foundation.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 81 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

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