

**FOR IMMEDIATE RELEASE** **Contact: Koko Mackin**

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**Blue Cross Announces Three Officer Promotions**

**BIRMINGHAM, AL.** — Blue Cross and Blue Shield of Alabama announces the promotion of Dorinda Cale, Elizabeth Hamlin and Leticia Bynum.

Dorinda Cale has been named Vice President, Pharmacy Services. Cale joined Blue Cross in 2003. During her tenure she has served as a Pharmacy Business Development Representative and was later promoted to Clinical Manager for Pharmacy Benefits. Most recently, she served as Director of Pharmacy Benefit Management. Cale is a graduate of Samford University with a Doctor of Pharmacy.

Elizabeth Hamlin has been named Vice President, Associate Services. Hamlin has been with Blue Cross for 30 years. During her tenure, she has served as Employment Unit Manager, Human Resources Manager and most recently, Director of Associate Services. She is a graduate of Oakland University in Rochester, Michigan with a Bachelor of Science degree in Human Resources Development. Hamlin serves on the boards of Project Corporate Leadership and Girls Inc. of Central Alabama, which she chairs. She also served on the boards of Childcare Resources and Children’s Village. She is a member of the Junior League of Birmingham and she is an alumna of the Momentum Women’s Leadership program.

Leticia Bynum has been named Assistant Corporate Secretary. Bynum joined Blue Cross in 1992 in the Corporate Planning Department. During her tenure, she served in Strategic Plannning, worked directly to help administer the Pay for Performance Program, and assisted with Board of Director functions. In 2007, Bynum supported the Medical Director and the Medical Review Committee before moving to the Information Technology Division. Most recently, she served as Board Relations Specialist. Bynum earned a Bachelor of Science in Business from Faulkner University with an emphasis on Website Perspectives for Management.

 ***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 84 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://www.AlabamaBlue.com). Connect with us on [Facebook](https://www.facebook.com/BCBSAL/?fref=ts), check out our videos on [YouTube](https://www.youtube.com/user/BCBSofAlabama) and follow us on [Twitter](https://twitter.com/BCBSofAlabama) for more up-to-date information.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.

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Blue Cross and Blue Shield of Alabama, the state’s largest healthcare benefits provider, has insured Alabamians for more than 70 years. Blue Cross offers coverage plans to the state’s corporations, individuals and senior market. For more information about Blue Cross, visit **www.bcbsal.com**.

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