



# Kansas City

## Ron Rowe

Senior Vice President and Chief Operating Officer

Blue Cross and Blue Shield of Kansas City (Blue KC)

Ron Rowe is the Senior Vice President and Chief Operating Officer at Blue Cross and Blue Shield of Kansas City (Blue KC). Ron manages healthcare insights and partnerships, innovation, information technology, labor and joint administration accounts, operations and underwriting.

In more than 20 years with the company, Ron has also overseen various advertising, sales, and product development initiatives. He was also responsible for overseeing the company's recent membership and revenue growth of all market segments – totaling more than \$3 billion in annual revenue.

Prior to joining Blue KC, Ron held leadership positions across other areas of the healthcare space. He served as the CEO of six specialty hospitals and worked with political committees on Healthcare Reform during the Clinton Administration. Prior to that, Ron served in the U.S. Army on active duty for eight years working in the medical corps.

Ron continues to be actively dedicated in national and local healthcare reform initiatives. He previously served as the chairman of the Blue KC's Healthcare Reform Product and Pricing subcommittee, and plays an active role as a member of the Blue KC Healthcare Reform Task Force Oversight Committee. Ron is also a member of Cobalt Ventures Board of Directors and BCS Financial Marketing Advisory Board. Within the Kansas City community, he serves as a board member of the Kansas City Metropolitan Crime Commission and is the president of the West Platte R2 Board of Education.

Ron earned a Bachelor of Science in Management and Accounting from Park University.

To provide affordable access to healthcare  
and to improve the health of our members.



### PROFESSIONAL AFFILIATIONS

#### President

West Platte R2 Board of Education

#### Board Member

Kansas City Metropolitan Crime Commission

#### Member

Blue KC Healthcare Reform Task Force  
Oversight Committee

#### Member

Cobalt Ventures Board of Directors

#### Member

BCS Financial Marketing Advisory Board

#### Past Chairman

Blue KC Health Care Reform Product and  
Pricing Sub-Committee

### EDUCATION

Bachelor of Science, Management and  
Accounting, Park University

To schedule an interview with Ron Rowe or for  
more information, contact:

#### MEDIA CONTACT

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