

Catherine Peper
Vice President of Health Information Technology
Blue Cross Blue Shield of Florida

Catherine has over 25 years of leadership experience in health care and health IT (HIT). At BCBSF she is responsible for design, development deployment and adoption of all provider facing technology solutions including clinical, administrative and financial capabilities. She is also accountable to develop and execute an integrated strategy for health information technology (HIT) at BCBSF. She is Chairman of e-Prescribe America and Chair of the e-Prescribe Florida Collaborative. Her previous leadership roles included:

- VP, Health Information Technology: responsible for leading corporate efforts with HIT and developing and executing an integrated strategy for BCBSF's health information technology (HIT) capabilities.
- VP, IT Protection and Controls: responsible for improving BCBSF's capabilities to protect the confidentiality, integrity and availability of customer information and corporate assets;
- VP, Information Management: responsible for implementing an enterprise-wide information environment including the enterprise data warehouse and information strategies;
- Director, IT Business Office: accountable for Resource Management, Asset Management, Vendor Management, Project Tracking, IT Finance and Planning;
- Director, Electronic Commerce: responsible for development, implementation and management of Internet, Intranet and Electronic Data Interchange (EDI) capabilities for BCBSF;
- Director, Health Care Information Management, Utilization Management, Provider Services and Education, Provider Registration and increasing adoption of EDI between physicians, providers and BCBSF.

Catherine has over 8 years experience as elected member of the Executive Steering committees of national Blues organizations on HIT, Information Security, Information Management and Electronic Commerce. She is a recognized expert in HIT and a frequent speaker at national and regional health conferences. She holds a BA in Psychology from the University of North Florida and is a Certified Information Systems Security Professional (CISSP), a Certified Information Security Manager (CISM).