

## **FLORIDA BLUE PROMOTES HONG POTOMSKI TO MARKET LEADER**

### **Region includes nine Panhandle counties**

**(PENSACOLA, FL)** - Florida Blue is pleased to announce the promotion of Hong Potomski to the newly created role of Market Leader for the Pensacola region. Deepening its local commitment and meeting the diverse needs of the communities Florida Blue serves is critical to the success and mission of the organization. In this new role, Potomski will have responsibility for nine counties to include Escambia, Santa Rosa, Okaloosa, Walton, Bay, Holmes, Washington, Jackson, and Calhoun. She will leverage her extensive background in health care strategy and operations to lead the development and execution of local strategies, develop and nurture key partnerships, and drive results to improve the overall health and well-being of the Panhandle.

Potomski is passionate about improving health literacy and access to great quality care for members, patients, and the community. Because of her dedication, she was recently recognized as one of seven Rising Executives in Florida Trend and awarded the 2023 Alumni Community Spirit Award from the University of West Florida.

A longtime community advocate, Potomski serves on several boards and committees, including Florida's Great Northwest, American College of Health Care Executives North Florida Chapter, United Way of Emerald Coast, and the University of West Florida Foundation. She has also served as chair of Big Brothers Big Sisters of Northwest Florida's Board, vice chair of the Florida Bar's Citizens Advisory Committee, and board member of Junior Achievement of Northwest Florida.

Potomski is a proud alumna of Leadership Pensacola and Leadership Florida Connect. She holds dual masters from the University of West Florida as well as a bachelors from the University of Central Florida.

### **About Florida Blue**

Florida Blue, the leading health insurer in Florida, has been providing health solutions to residents of Florida for 80 years. Driven by its mission of helping people and communities achieve better health, the company serves more than five million members and all 67 Florida

counties. Headquartered in Jacksonville, Fla., with nearly 8,900 employees, it is an independent licensee of the Blue Cross Blue Shield Association.

For additional information visit [www.FloridaBlue.com](http://www.FloridaBlue.com). For the latest news and content, visit the [Florida Blue Newsroom](#), and follow Florida Blue on [Facebook](#), [LinkedIn](#), and Instagram @Florida.Blue; and X (formerly Twitter) @FLBlue.

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