

## James L. Fawcett Biography

LinkedIn Profile: [linkedin.com/in/james-fawcett-b8a48010/](https://www.linkedin.com/in/james-fawcett-b8a48010/)



James L. Fawcett is president of Highmark Blue Cross Blue Shield West Virginia, which serves approximately 250,000 members through the company's health care benefits business as well as a comparable number of additional members through the national BlueCard® program. Based in Parkersburg, Mr. Fawcett is responsible for all West Virginia market functions. This includes health, dental, vision and stop-loss products and services in the West Virginia market.

Mr. Fawcett has been with Highmark for more than 35 years. Prior to becoming president, Mr. Fawcett served in a number of leadership roles where he was responsible for the Medicaid markets in Highmark's Delaware and West Virginia health markets, sales and client management for Highmark's Pennsylvania individual and group health markets, and provider contracting and network management for Highmark's core markets in Pennsylvania, Delaware and West Virginia.

Mr. Fawcett was instrumental in creating the Highmark West Virginia Charitable Fund for Health, administered by the Highmark Foundation, whose mission is to improve the health, well-being and quality of life for individuals who reside in all 55 counties in West

Virginia. In the first three years of existence, the Fund has issued over \$4.6 million in grants to impact efforts within West Virginia focusing on oral health, substance use disorders, social determinants of health, behavioral health, community health and other programs.

Highmark West Virginia has consistently scored 100% on the Human Rights Campaign Foundation's Corporate Equality Index as a Best Places to Work employer. Only one of two employers in the State of West Virginia to achieve this score.

Mr. Fawcett holds a bachelor's degree from Indiana University. He was a commissioned Officer in the U.S. Air Force and is a graduate of Leadership Pittsburgh class XXII.

In 2020, Mr. Fawcett received statewide recognition for his personal and professional accomplishments from *West Virginia Executive* magazine when he was named Sharp Shooter for the class of 2020. The Sharp Shooter award recognizes West Virginians who have forged successful paths that include great accomplishments in both their careers and communities in an effort to make the Mountain State a better place to live.

### Current Board of Director affiliations include:

- West Virginia Chamber of Commerce
- Parkersburg-Wood County Area Development Corporation
- West Virginia Health Information Network
- Highmark West Virginia Charitable Fund for Health
- Highmark Health Options WV

### Certifications & Designations:

- WV Insurance License for Casualty, Life, Accident and Health or Sickness
- Certified Healthcare Consultant (CHC)

## Thought Leadership:

### Provider Payment Arrangements

- Value Based Reimbursement
- Service Delivery Models

### Population Health

- Community based Population Health Management
- Leveraging health information and technology for the community good

### Workplace Diversity, Equity & Inclusion

- Promoting Diversity, Equity and Inclusion in the workplace

### About Highmark Blue Cross Blue Shield West Virginia

Highmark Blue Cross Blue Shield West Virginia serves approximately 250,000 members through the company's health care benefits business and approximately another 250,000 thousand additional members through the BlueCard® program. Highmark Blue Cross Blue Shield of West Virginia holds the largest share of the commercial market, and more West Virginians carry a Blue Cross Blue Shield card than any other insurance carrier in the state. With offices in Parkersburg, Charleston and Wheeling, Highmark employs more than 600 people and serves as a key economic driver in the state with its total economic impact reaching \$262 million.