



BIOGRAPHY

Marc Manley, M.D., M.P.H. Vice president and medical director, population health Blue Cross and Blue Shield of Minnesota

Dr. Marc Manley guides Blue Cross' efforts to improve health across populations, using prevention, quality improvement, and regulatory approaches. He has overall responsibility for the Health Care Improvement department and the Center for Prevention at Blue Cross. Health Care Improvement seeks to improve processes and outcomes and by enhancing relationships with members and employers.

As head of the Center for Prevention, Dr. Manley oversees Prevention Minnesota, Blue Cross' ten-year initiative to improve the health of all Minnesotans by significantly reducing tobacco use and other major risk factors for heart disease and cancer.

Blue Cross was the first health care plan in the nation to win a legal battle against the tobacco industry. Funded by the settlement from that lawsuit, Prevention Minnesota works to reduce tobacco use, reduce exposure to secondhand smoke, increase physical activity, and increase healthy nutrition for all Minnesotans, not just Blue Cross members.

Dr. Manley is an internationally recognized expert on tobacco use and cessation. Prior to joining Blue Cross in 1999 as executive director of the Center for Tobacco Reduction and Health Improvement (since renamed the Center for Prevention), he was chief of the Public Health Applications Research Branch at the National Cancer Institute, directing a multi-million-dollar program of tobacco control research. He also directed the American Stop Smoking Intervention Study, which supported comprehensive tobacco control programs in 17 states.

He has published widely on community programs to improve health and on the role of clinicians in disease prevention. For his work in tobacco control, Dr. Manley has received awards from both the U.S. Surgeon General and the Secretary of Health and Human Services.

Dr. Manley received his medical degree from the University of Washington, and a master of public health degree from Johns Hopkins University.

Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A not-for-profit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.6 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to www.bluecrossmn.com to learn more about Blue Cross and Blue Shield of Minnesota.