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## FOR IMMEDIATE RELEASE

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# Acertitude Recruits Senior Medical Director for Blue Cross and Blue Shield of Kansas City

**Dr. Raelene Knolla's medical oversight and expertise will further mission to provide affordable access to healthcare and improve the health of members**

**Kansas City, MO (Oct 10, 2018)** — Acertitude, the executive search firm unleashing human potential globally, has recruited Dr. Raelene Knolla to the newly created position of department vice president and senior medical director of Blue Cross and Blue Shield of Kansas City (Blue KC).



In this role, Dr. Knolla collaborates with medical management to ensure Blue KC offers members affordable, accessible, and high-quality health care. Her leadership and advice to the medical director team and medical management function also advances medical policy, utilization management, case management, and population management. She reports directly to Greg Sweat M.D., senior vice president and chief medical officer.

“We are proud to strengthen our team with an accomplished medical leader like Raelene,” said Sweat. “We are already making strides in shaping the future of health care and coverage and will be able to do even more with Raelene on board. In addition to her outstanding track-record, she has the passion to deliver the best quality care and service to our members, physicians, community, and partners.”

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Dr. Knolla brings more than 15 years of progressive clinical and administrative leadership to Blue KC. She most recently served as a leading medical director with Humana, where she oversaw a team of medical directors and drove quality improvement initiatives. Additionally, she was previously medical director, physical medicine and rehabilitation and residency director of the University of Kansas Medical Center. Dr. Knolla is board certified and was a physician and assistant professor for several years.

Knolla earned an M.B.A. from Rockhurst University and Doctor of Osteopathic Medicine from Kansas City University of Medicine and Biosciences. She completed her physical medicine and rehabilitation residency at the University of Kansas Medical Center.

“I am thrilled to be a part of this incredible organization and continue championing our region’s health and wellness,” said Knolla. “Blue KC is committed to exploring new innovative approaches to deliver high-quality, affordable healthcare and I’m excited to apply my expertise and leadership to further that cause.”

Acertitude Managing Director and Healthcare Practice Leader Nate DaPore and Partner Vicki Devlin led an extensive search for the senior medical director in partnership with Sweat and the Blue KC executive team.

“We are grateful to play a role in advancing Blue KC’s meaningful mission by connecting them with Raelene,” said DaPore. “She is an admirable leader and brings a wealth of experience that will benefit the company’s medical management programs and services.”



### **About Acertitude**

Acertitude is the executive search firm unleashing human potential globally. The firm builds close client partnerships and drives an agile process to connect organizations with brilliant people at work. Acertitude serves the global executive search market across the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. To learn more about how Acertitude places brilliant people at work, visit [www.acertitude.com](http://www.acertitude.com).