

Martha L. Wofford is the 8th President and CEO of Blue Cross & Blue Shield of Rhode Island, the leading health plan in the Ocean State.

Martha came to Blue Cross from DaVita, where she led the company's commercial value-based care division. Ms. Wofford also oversaw patient experience and patient education at DaVita's 2,800 dialysis clinics nationwide and led a joint venture between Health Care Partners and Centura Health.

Prior to joining DaVita, Martha worked at Aetna for a decade in various leadership roles. She led the company's digital effort to help consumers navigate the healthcare system; helped start up Aetna's Medicare Advantage and Prescription Drug Plan business; built and ran Aetna's national direct-to-consumer sales capability; and served as the general manager for the Northeast Region.

Ms. Wofford was a consultant with Booz Allen Hamilton from 2000 to 2005, focusing on growth strategies in healthcare and media. She served in the Clinton Administration for more than six years in communications and legislative positions in The White House, the U.S. Agency for International Development, and the U.S. Environmental Protection Agency.

Martha earned her MBA from the Kellogg School of Management at Northwestern University, where she focused on strategy and managerial economics. She received a BA in history from Swarthmore College and was a three-sport athlete, earning twelve varsity letters.

Martha serves on the boards of directors of the Blue Cross & Blue Shield Association, Prime Therapeutics, and Synergie Medication Collective. She is a co-chair of the Aspen Group, a non-partisan group of healthcare leaders dedicated to developing and promoting meaningful solutions that advance the health and healthcare of all Americans. Martha also serves on the Healthcare at Kellogg Advisory Council and as the Vice Chair of the Kellogg Alumni Council. She is also on the board of the Rhode Island Community Food Bank.