

FACES IN NEW PLACES: Sean Robbins new president for Regence BlueShield of Idaho

Sean Robbins is the new president at Regence BlueShield of Idaho, according to a press release about the announcement. Robbins has served since 2016 as senior vice president of public affairs and policy at Cambia Health Solutions. He assumes the role long held by Scott Kreiling, who's leaving to become president of the commercial west region for the Blue Cross Blue Shield Association licensee.

As Idaho president, Robbins will oversee strategy, growth and operations for the health plan which currently serves more than 160,000 Idaho members. His selection was unanimously endorsed by Regence's fiduciary board of directors comprised of Idaho physicians and experienced local business, community and academic leaders. In addition, Robbins will join the Blue Cross Blue Shield Association Board of Directors.

"Sean's proven leadership and deep health care policy experience make him an ideal fit to move this company and our members forward," said Regence board chairman Dr. Jeff Fox. "Scott has meticulously laid a strong foundation in his time here, and I'm confident Sean will build on that record of service and achievement."

Robbins is a well-respected policy and business strategist with extensive experience leading local, regional and national-level initiatives. He was previously Oregon's chief economic development officer, led the Oregon Business Development Department, and was CEO of Greater Portland Inc., a public-private partnership focused on economic development.

"Idahoans deserve a health care experience that delivers quality, affordability and convenience," Robbins said. "I am excited and honored to lead Regence in this mission with the partnership of our employees, local leaders, valued employers and community partners."

"I've had the opportunity to work alongside Sean on key public policy issues impacting Idaho," said outgoing president Scott Kreiling. "I'm grateful to have someone of Sean's character and caliber step up to make sure we continue to deliver on behalf of Regence's customers."

Robbins earned a master's degree in urban and regional planning at University of Wisconsin-Madison, and holds a bachelor's degree in business administration and economics from University of Iowa's Henry B. Tippie College of Business. He says he's looking forward to moving to Boise in late August with his wife and two children.

###