



# Kansas City

## Kim White

*Vice President and Chief of Staff*

Blue Cross and Blue Shield of Kansas City (Blue KC)

Kim White is the Vice President and Chief of Staff for Blue Cross and Blue Shield of Kansas City (Blue KC). She oversees Blue KC's public relations, advertising, communications and community investment programs. Kim's marketing expertise helps create powerful external relations that tell the Blue KC story to the community.

Throughout nearly 20 years at Blue KC, Kim has overseen various areas of the company including product development, contracts and compliance and broker services.

Kim's deep understanding of the intricacies of the health benefits space stems from a dedicated career in the field. She serves on the board of the Missouri Valley Life and Health Insurance Company.

Kim earned a Master of Health Administration from the University of Missouri-Columbia. She completed her Bachelor of Arts in Psychology from the University of Kansas.

*We will use our role as the area's leading health insurer to provide affordable access to healthcare and to improve the health and wellness of our members.*



### PROFESSIONAL AFFILIATIONS

Board Member  
Missouri Valley Life and Health  
Insurance Company

### EDUCATION

Master of Health Administration,  
University of Missouri-Columbia

Bachelor of Arts, Psychology,  
University of Kansas

To schedule an interview with Kim White or for more information, contact:

### MEDIA CONTACT

Kelly Cannon, Corporate Communications  
(816) 395-3711  
[Kelly.Cannon@BlueKC.com](mailto:Kelly.Cannon@BlueKC.com)