

Rick Notter is the Director of Customer Acquisition and Marketing for Blue Cross Blue Shield of Michigan. In this role, Rick oversees the Marketing, Customer Acquisition and Retention teams for the Individual Business Unit. This includes a team of Health Plan Advisors who work directly with new and current customers. In the 2 ½ years Rick has been in this role, his team has gone from 25% of the individual sales at Blue Cross to nearly 45%.

Prior to joining Blue Cross Blue Shield of Michigan, Notter spent seven years with UniCare, a division of WellPoint, where he helped build a core group of high-producing agents selling Individual Health insurance policies by using technology and innovative sales processes. Rick was recognized for his efforts with an company award for Best Practices, was selected to the UniCare Leadership Council, and was one of only 11 in the company to be chosen to participate in the pilot of WellPoint Executive Mentoring Program.

Notter is a graduate of the University of Southern Indiana, is a Registered Health Underwriter with The American College, and is a Certified Long Term Care (CLTC) specialist. Rick is also the author of *Sound Advice: Music's Effect on Life, Health and Happiness*. He is the proud father of Katie, a daughter who is a Pediatric Resident Physician at Nationwide Children's Hospital in Columbus, OH and of Rich, a son who is a high school music teacher and part-time jazz musician in Cincinnati, OH. Rick lives in Birmingham, MI.