



Allen Naidoo, Ph.D.
Vice President and Chief Analytics Officer

Dr. Allen Naidoo is GuideWell's vice president and chief analytics officer. In this role, Naidoo is responsible for enterprise-wide data and analytics, focused on capturing, analyzing and leveraging data across the enterprise to drive operational and network efficiencies, health care quality and financial performance.

Prior to joining GuideWell in 2014, Naidoo held chief executive analytic roles at Carolinas Healthcare System in Charlotte, Independent Health in New York, and with the BlueCross and BlueShield System in both Ohio and Tennessee. He has a background in health care that includes both information management and medical informatics/data sciences, and a short time in human resources.

Naidoo holds a number of professional certifications from the Harvard Quality Colloquium; Harvard Business School; Human Capital Institute; and the Academy for HealthCare Management. He also serves as an active analytics advisory board member for several organizations.

Naidoo holds a Doctorate in community health and biostatistics from the University of Tennessee, a Master of Science in Statistics from Miami University, a Bachelor of Science in Mathematics from the University of Natal in South Africa, and has also passed several actuarial exams through the Society of Actuaries. As an associate professor of mathematics at the University of Tennessee in Chattanooga, his empirical research has emphasized predictive modeling, performance measurement at the provider and health system level, and in particular, has focused on primary care quality and efficiency.

About GuideWell Mutual Holding Corporation

GuideWell Mutual Holding Corporation is a not-for-profit mutual holding company that is the parent of a family of forward-thinking companies focused on transforming health care. The GuideWell companies include: Florida Blue (Florida's Blue Cross and Blue Shield plan); GuideWell Health (a healthcare delivery company); GuideWell Connect (a healthcare consumer marketing company); and Diversified Service Options (an administrative and claims processing company for state and federal health care programs). For more information, visit www.guidewell.com.