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Blue Cross Blue Shield of Massachusetts Foundation Announces Two Board Appointments, New Chair

Sarah Iselin and Anna Maria Siega-Riz Join Board, Dr. Thomas Lee Named Chair

BOSTON (Jan. 22, 2025) – The [Blue Cross Blue Shield of Massachusetts Foundation](#) today announced the appointment of Sarah Iselin, President and CEO of Blue Cross Blue Shield of Massachusetts, and Anna Maria Siega-Riz, Dean of the School of Public Health and Health Sciences at the University of Massachusetts Amherst, to its Board of Directors. Dr. Thomas H. Lee, a primary care physician and cardiologist, clinical researcher and health policy expert who presently serves on the Board, has been appointed Board Chair.

“Ms. Iselin and Dean Siega-Riz bring extraordinary expertise and insight to the Foundation,” said Dr. Lee. “Their leadership in health policy and public health reflects a deep commitment to creating more equitable communities. As the new chair of the board, I look forward to the perspectives they will bring as we work to address disparities and improve access to health care across the Commonwealth.”

Iselin has a long and successful history with the Foundation, where she served as President from 2010 to 2012, and later as the Blue Cross Blue Shield of Massachusetts Chief Strategy Officer and Senior Vice President of Strategy, Policy and Community Partnerships. Currently serving as President and CEO of the company, Iselin received a master’s degree in health policy and management from the Harvard T.H. Chan School of Public Health and a bachelor’s degree in fine arts from the School of the Art Institute of Chicago.

At UMass Amherst, Siega-Riz’s research focuses on maternal and child health, including nutrition and health outcomes during critical early-life periods. She received a bachelor’s degree in public health and a doctorate in nutrition from the University of North Carolina School of Public Health and completed a master’s in food, nutrition and food service management from the University of North Carolina at Greensboro.



Dr. Lee joined the Board last year, bringing more than three decades of experience as a physician. He is the Chief Medical Officer of Press Ganey, an international leader in health care performance improvement, and a practicing internist and cardiologist at Brigham and Women’s Hospital. He is also a professor at Harvard Medical School and the Harvard T.H. Chan School of Public Health.

The Foundation’s previous Board chair was Andrew Dreyfus, the former President and CEO of the Blue Cross Blue Shield of Massachusetts, who stepped down from his role with the company in 2022. He was also the first to serve as the Foundation’s President, leading many significant initiatives during his long tenure, including the development of the “Roadmap to Coverage,” a multi-year effort that contributed to the passage of Massachusetts’ landmark 2006 health reform law and later became the model for the Affordable Care Act.

About the Blue Cross Blue Shield of Massachusetts Foundation

The mission of the Blue Cross Blue Shield of Massachusetts Foundation is to ensure equitable access to health care for all those in the Commonwealth who are economically, racially, culturally or socially marginalized. The Foundation was established in 2001 with an initial endowment from Blue Cross Blue Shield of Massachusetts. It operates separately from the company and is governed by its own Board of Directors. For more information, visit www.bluecrossmafoundation.org.

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Sarah Iselin



Anna Maria Siega-Riz, Ph.D., M.S.



Dr. Thomas H. Lee