

**Scott Shoemaker**  
**Manager of Marketing**

Scott Shoemaker became Physicians Plus' manager of marketing in January 2008. He leads corporate marketing functions, including brand management, advertising, corporate communications and public/community relations. He joined Physicians Plus as corporate communication specialist in May 2002.

Mr. Shoemaker's background includes nearly 15 years of experience in marketing and communications with a special focus on coordinating multi-point communication plans for diverse audiences. At Physicians Plus, he has worked to make health plan materials and information more accessible and understandable for the organization's members. In addition to health insurance, he has professional experience in educational product and software marketing.

Mr. Shoemaker is a member of the American Marketing Association, Madison Chapter and the YMCA of Dane County's Pioneering Healthier Communities work group. He earned a bachelor's degree in history and English from the University of Wisconsin-La Crosse in 1994.