



Regence BlueShield of Idaho adjusts to market landscape

Porter, Nielsen take new roles to strengthen sales effort

Two members of the Regence BlueShield of Idaho sales staff have taken **expanded** roles within the department to strengthen the company's efforts in that area.

Kory Porter, who has been with Regence BlueShield of Idaho since 1996, is now the New Sales Manager for the company and has responsibility for all Group and Individual sales in Idaho.

Vance Nielsen, who previously was working in Individual sales in eastern Idaho, is now the company's Sales Executive and has responsibility for both Group and Individual sales in eastern Idaho.

"Like any business, we adjust our employees and their roles depending upon the current market landscape," said Ron Leavitt, vice president of Sales for Regence BlueShield of Idaho. "Both Kory and Vance have outstanding sales skills and leadership ability and will best serve our company needs in their expanded duties now and in the future.

Porter is a member of the Idaho Association of Health Underwriters and has served as president of the Eastern Idaho Association of Insurance and Financial Advisors.

Originally from Preston, Idaho, Porter is married to Dawn Porter and the couple has four children. In their spare time, they raise thoroughbred racehorses.

Nielsen is the president of the Eastern Idaho Association of Health Underwriters and is also a member of the National Association of Health Underwriters and the National Association of Insurance and Financial Advisors.

He is a Boy Scouts of America volunteer and is currently serving as a Scout Master. He's also a basketball coach at the elementary school level.

Nielsen and his wife, Gina, have four sons and one daughter. He enjoys creative writing, reading, spending time with his family and the outdoors.

As we continue to help our members understand the very complex health care industry, we're fortunate to have people like Kory and Vance leading our efforts