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SGR Today welcomes Dr. Don Bradley, the chief medical officer and senior vice president for Healthcare for Blue Cross and Blue Shield of North Carolina. Dr. Don Bradley holds faculty appointments at Duke University School of Medicine and the University of North Carolina (UNC) School of Medicine, and serves on the North Carolina State Health Coordinating Council. He sits on the Executive Committee for the BCBSA National Medical Management Forum, and the Board of Directors of the Surgical Review Corporation. He is a founding member of the North Carolina Healthcare Quality Alliance and sits on its Executive Committee.