

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

October, 1972

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*State Group Enrolled
Employees Honored for Service
Softball and Bowling Awards*



TEAMWORK EARNS LARGEST FLORIDA GROUP EVER



Profile

Vol. 5, No. 3

October, 1972

Published monthly for the employees,
their families, and friends of



BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

532 Riverside Avenue
Jacksonville, Florida 32201

EDITOR

Carole Utley Public Relations

REPORTERS

RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Deborah Moody,
Pat Washburn
Third Floor Ann Goble
Fourth Floor Rosamond Rudd
Fifth Floor Yvonne Bishop
Seventh Floor Tommie Curry
Eighth Floor Patty Padgett
Ninth Floor Cristy Groover
Reva Oliver
Tenth Floor Rochelle Dryden

UNIVERSAL MARION BLDG.

Second Floor Nan Key
Third Floor Edith Parker
Fourth Floor Jane Williams,
Johnnie Byrd
Fifth Floor Martha Poplin
Sixth Floor Margie Cody
Seventh Floor Cathy Willis
Eighth Floor Carolyn Sands
Ninth Floor Lynn Sea
Pat McCall
Fourteenth Floor Sandi Hill
Sixteenth Floor Melanie Moye

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Louise Ernst
700 BUILDING Mollie O'Neill
537 BUILDING Diane Watson

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BC & BS SIGN LARGEST FLORIDA GROUP EVER

On August 15, 1972, Florida Governor Rubin Askew and the State Cabinet awarded Blue Cross and Blue Shield a contract to provide employees of the State of Florida with health care coverage.

The background story of the largest Florida group ever sold dates back to the early 60's in Tallahassee when rumor was that the State might contribute toward the cost of a health insurance program. Throughout the past ten years, Vice President - Marketing, Tom Stallworth, Group Sales Manager Joe McGurrian, and Northern Regional Manager Art Lentz continued calling on key people in the State agencies.

In 1968 when Mr. Stallworth became a member of an Advisory Committee to the Legislative Committee on Personnel and Retirement, benefits and rates for such a program were discussed. However, it was not until the spring of 1972 that it appeared there might be some progress on a health insurance program. The passage of a Corporate Income Tax in a special session of the Legislature developed enough money so the Legislature could develop a broad package of benefits for State employees — part of it was health insurance. The Legislature agreed to pay 75% of the single employee's cost for the State sponsored program — amounting to approximately \$7½ million.

This was followed by the appointment of an Insurance Committee, which was chaired by Jay McGlon, Personnel Director for the State Department of Administration in Tallahassee, to develop the specifications and issue the formal bid. BC & BS formed a task force to develop plans for our formal bid and to also counsel with present State agencies who had BC & BS insurance.

Task force members included Messrs. Stallworth, McGurrian, Lentz, and Charlie Webb, Dave Hazlehurst, Jim Gibbons, Jim Holloway, Wilbur Gay, Chuck Tudor and Bill Miller. Claims people later called in were Flake Hewett, Mary Lee Butler and Jim Tuck. Numerous others in these various departments also spent many hours on this project, and the task force broke into committees working on specific projects such as initial enrollment procedures, claims handling, preparation of literature, etc.

When the bid was awarded on August 15, we were ready to roll. It was our job, then, to enroll some 70,000 employees, plus their dependents, in the new program with an effective date of October 1.

It took tremendous teamwork by many people working many hours to accomplish this task and meet the payroll deduction needs of the State.

Pictured here are some of the operations which took place in Jacksonville and Tallahassee to assure that everything necessary was done to get the program off the ground and working effectively.

The Public Relations Department prepared all the literature (application cards, folders, and manuals) to make up over 70,000 kits, and coordinated the assembling and distribution of this material to State personnel and payroll clerks for the State employees and their families who will be provided with BC & BS health care coverage.

ABOUT THE COVER . . .

Top photo shows Subscribers Service, EDP, and Sales Support personnel working up the internal mechanics for enrollment of the State group.

Photo at bottom includes Northern Regional Manager Art Lentz, at left, conducting meeting in Jacksonville for Gainesville and Jacksonville branch employees. Tallahassee Branch Manager Bill Miller also traveled around the state talking to other branch employees about the State program.



TEAMWORK EARNS LARGEST FLORIDA GROUP EVER

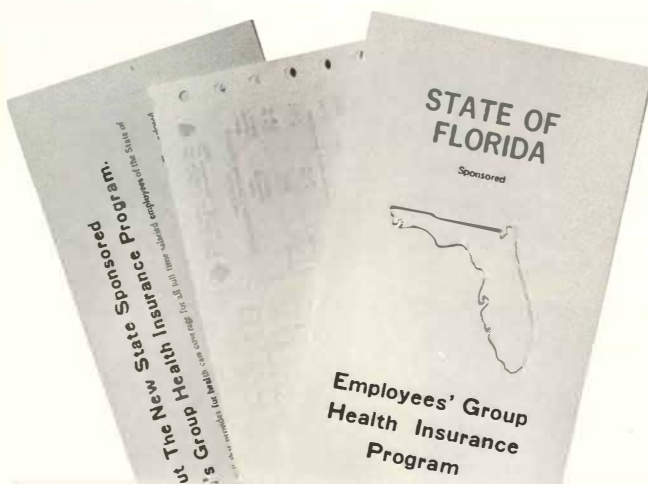




Tallahassee Branch Manager Bill Miller talks with Pat Hancock who will be in charge of claims with the State employees group in Tallahassee. She completed a special two-week training program in Jacksonville to prepare for this work.



Phil Murphy, Public Relations Department, presents Ruth Chastain, Division of Personnel and Retirement, with handful of instruction kits.



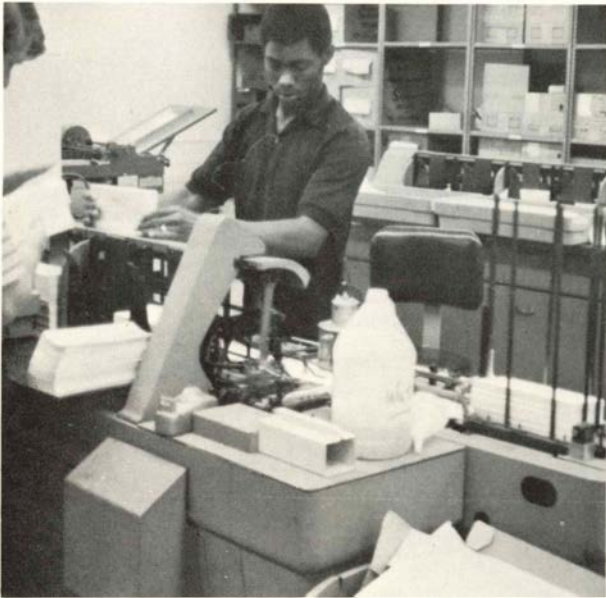
IMPORTANT!

Enclosed is your information folder and application card for the new State of Florida sponsored group health insurance program.

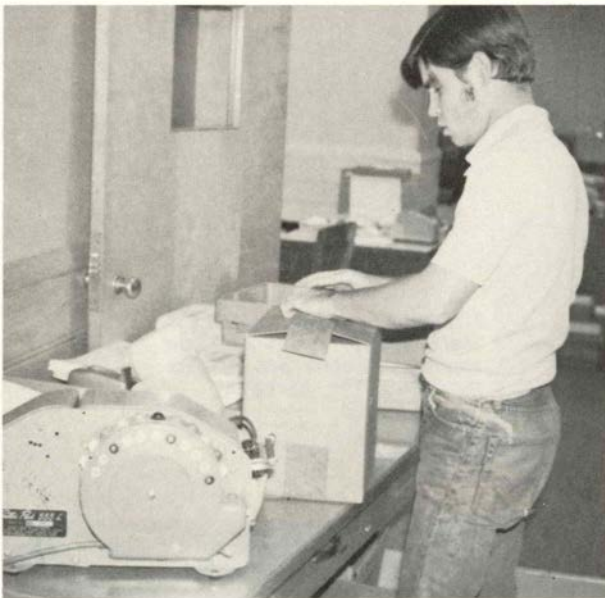
This picture shows one of 70,000 kits made up for the State group, containing an application card and folders describing the benefits.



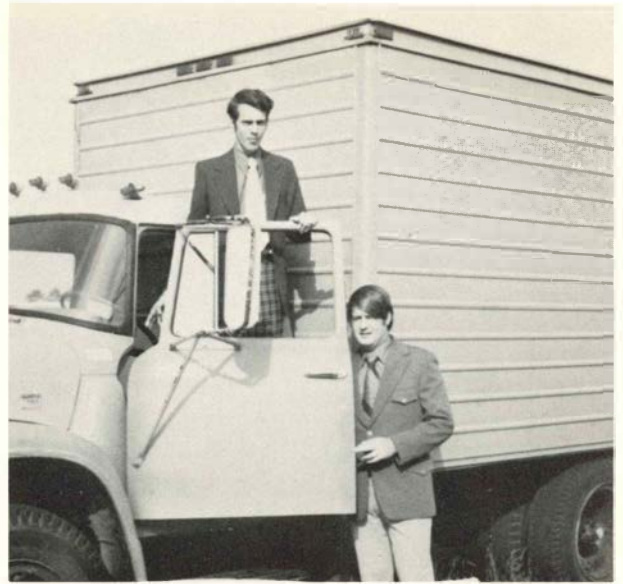
FLORIDA STATE CABINET: From left to right, Attorney General Robert Shevin, Commissioner of Education Floyd Christain, Commissioner of Agriculture Doyle Conner, Governor Rubin Askew, State Comptroller Fred Dickinson, Secretary of State Richard Stone, and State Treasurer and Insurance Commissioner Thomas O' Malley.



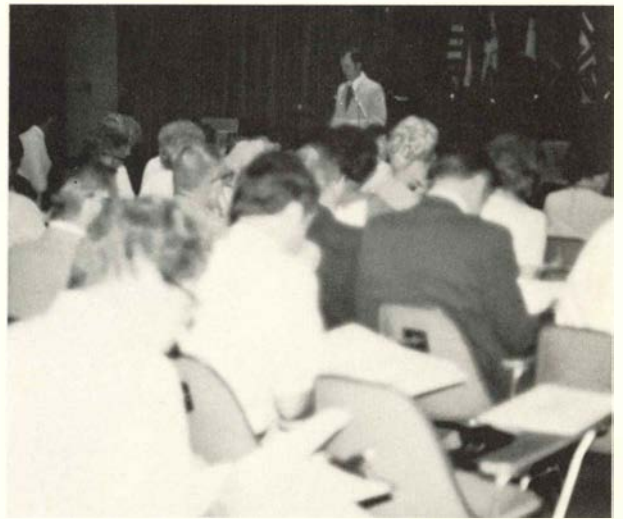
Zo Hall prepares inserting machine for stuffing 70,000 envelopes with literature and application cards.



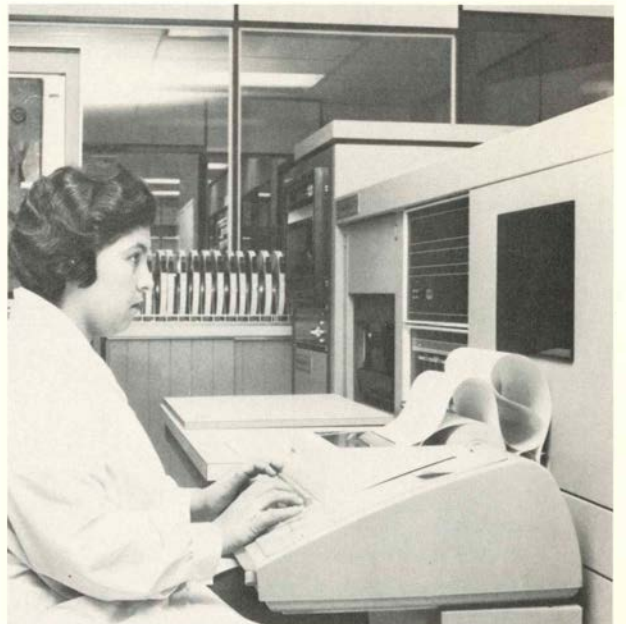
David Mullis seals boxes of kits for transporting to Tallahassee. More than 250 boxes were packaged and taken by truck by Phil Murphy and Chuck Tudor of the Public Relations Department.



Chuck Tudor, left, and Phil Murphy drove all material to Tallahassee in truck.



Tallahassee Sales Representative John Bradberry conducted two meetings to explain the program to State personnel and payroll clerks as to what their duties in the program would be.



Application cards are being scanned by the Optical Character Reader Scan-Data equipment. It captures subscribers' information needed for state enrollment files. Linda Dowling is shown here.

Spouse's Benefits Announced for National Age Retirement Program

Management is pleased to announce that the spouse's benefit has been added to our National Age Retirement Program effective July 1, 1972. Previous to the adoption of this benefit, the widow, or widower, would have received no benefit payments from the program.

Perhaps an explanation of the spouse's benefit can best be defined this way:

If a participant's continuous service terminates by reason of death prior to attainment of his normal retirement date at a time when he has attained age 55 and has completed 10 years of continuous service, the participant's surviving spouse would be entitled to a benefit equivalent to 1/2 of 1% of the participant's final average compensation multiplied by his or her years of credited service.

The retirement pension is based on the calculation of the supplemental benefit, which provides that the retirement benefit will be 60% of the highest 5 of the last 10 years of employment. The maximum benefit is predicated on 30 years service.

The following example helps clarify these calculations:

	PENSION		
	20 Yrs. Svc.	25 Yrs. Svc.	30 Yrs. Svc.
Annual Salary			
\$10,000	\$4,000	\$5,000	\$6,000
Spouse's Death Benefit (Annual)	\$1,000	\$1,250	\$1,500
Annual Salary			
\$15,000	\$6,000	\$7,500	\$9,000
Spouse's Death Benefit (Annual)	\$1,500	\$1,875	\$2,250
Annual Salary			
\$20,000	\$8,000	\$10,000	\$12,000
Spouse's Death Benefit (Annual)	\$2,000	\$2,500	\$3,000

You can see that the spouse's benefit, in all instances, is 25% of the retirement benefit.

Life Expectancy Reaches 70.4 Years

On the basis of final mortality statistics for 1969, the National Center for Health Statistics reported that the average life expectancy for the total population was 70.4 years, a slight increase over the previous year. Life expectancy at birth was 66.8 years for males and 74.3 for females.

The death rate for most causes of death was either lower or changed very little in 1969 as compared with 1968. Exceptions included: Symptoms and ill-defined conditions, up 10.2 percent; homicide, up 5.5 percent; suicide, up 3.7 percent; acute bronchitis and bronchiolitis, down 14.3 percent; tuberculosis, down 9.7 percent; kidney infections, down 8.5 percent.

Blue Cross Emblem Contest Pays \$175.00 to Three Employees

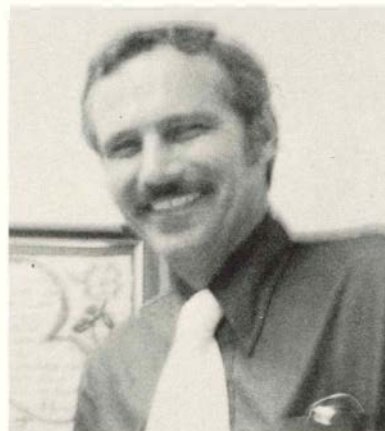
The phone in the Personnel Department began ringing as soon as the September 21 HEADLINES were distributed announcing the numbers of the winning entries in the Blue Cross Emblem Contest.

Dorothy Gordon, secretary to Personnel's W. T. Gibson, was the \$100.00 winner; Jack Egan, Physician Relations Representative in St. Petersburg, was the \$50.00 second place winner; Carolyn Slawin, secretary to Larry Bartlett in Tampa, took third place good for \$25.00.

Jack's winnings were presented to him as 50 \$1.00 bills so he "wouldn't spend all his winnings in one place at one time!"



Dorothy Gordon
\$100.00



Jack Egan
\$50.00



Carolyn Slawin
\$25.00

Employees Honored For Service



Congratulations for 25 years of service went to Tom Stallworth, Vice-President - Marketing, from Mr. Herbert.



Norman Cason
20 years
Lakeland Branch
Office

Mr. Herbert presents wall barometers and 20-year service pins to, from left, Charles Scott, Mel Snead, and Dorothy Rivers.



Fifteen-year pin recipients, seated from left: Gertrude Driggers, Leoan Goldman, Etta Touchton, Katie Kight, Faye Williams, and Frances Rooks. Standing, from left, Clara Rose, Frazier Sinclair, Therese Rouselle, Jack Masters, Jeanette Hall, Jim Dean, and Mr. Herbert.

A group of 16 "oldtimers" gathered on the tenth floor of the Riverside Building on August 18 to receive congratulations from President J. W. Herbert for loyal service to Blue Cross and Blue Shield of Florida. Two branch employees were also cited for service milestones.

These 18 employees represent a total of 305 years of service to the Plans. The Jacksonville employees

were individually called forward by Mr. Herbert to receive recognition as well as service awards, symbols of their years with Blue Cross and Blue Shield.

Tom Stallworth, Vice-President - Marketing, was the first to receive a service pin, with a diamond inset. Mr. Stallworth has spent all of his 25 years with the Florida Plans in sales and heads up all marketing and sales activities in the state. (Continued on next page)

Ten Year Anniversaries

Beginning with this issue of PROFILE, employees who have celebrated their tenth anniversaries with Blue Cross and Blue Shield will be recognized in a monthly column. Five-year employees will be handled in the same manner beginning with the next issue.

Since the five and ten year "clubs" have grown so large, it is not practical to recognize all employees on an annual basis as has been done in the past. Instead, Management wishes to honor these employees on a monthly basis as their anniversaries occur.

Ten year employees receive a service pin and a marble desk pen set on their anniversaries. The following employees listed have reached that ten-year milestone from January, 1972 through August, 1972:

Branch Office employees being recognized for 10 years service include **Evelyn McCormick**, Secretary in the Tallahassee branch office, and **Bob Drewek**, Physician Relations Representative, Ft. Lauderdale branch office.

Jacksonville employees include **Pat Simmons**, Medical Review Clerk; **Dale Douberly**, Manager of Program Development; **Dorothy Dillon**, Correspondence Clerk, Master Registry; **Harry Hodge**, Administrative Assistant, EDP Planning; **Nathan Oplinger**, Manager of the Utilization Review Department; and **George Dugger**, Administrative Assistant in Building Maintenance.

Employees Honored For Service

Twenty-year pin recipients included Mel Snead, Vice President - Hospital Relations; Charles Scott, Administrative Assistant, EDP Planning; and Dorothy Rivers, Supervisor of the Transcribing Department. Mr. Snead is in charge of all hospital relations activities in the state and has spent all of his 20 years here in Florida. Charlie Scott served the majority of his years with the Virginia Plans and moved to Florida approximately three years ago. Dot Rivers has been an employee with the Florida Plans all of her 20 years. The service pins given these employees include a sapphire inset. In addition to the pins, each received handsome wall barometers from the company.

Twelve 15-year employees were next presented ruby pins commemorating their years of service. Included were:

Jeanette Hall, Section Leader, Subscribers Service
 Katie Kight, Section Leader, Mail Room
 Frazier Sinclair, Assistant Manager, Mail Room
 Therese Rouselle, Supervisor, Claims Files
 Gertrude Driggers, Special Accounts Clerk,
 Sales Support
 Etta Touchton, Supervisor, Subscribers Service
 Jim Dean, Jacksonville Branch Manager
 Faye Williams, Service Specialist, Telephone
 Information
 Leoan Goldman, Data Recording Operator
 Frances Rooks, Mail Room Clerk
 Clara Rose, Medicare A Manager
 Jack Masters, Administrative Assistant, Methods

Twenty-year service pins and wall barometers were also mailed to Representative Norman Cason in our Lakeland branch office and to Amelia Frostic in West Palm Beach who recently retired.

One Year Anniversaries

September, 1972

Blue Cross and Medicare A

Jacques Frere
 James Hooton
 Adell Council
 Wanda Hullett
 Rhonda Northern
 Mary Price
 James Page
 Donald Carver
 Charles Sharpe
 Gail Rabb
 Sandra Albert
 Willie Ashley
 Linda Wilcox
 Jeanne Boger
 Vonnise Cobb
 Wanda Stoudenmire
 Rosemarie Smolenski
 Olivia McGowan
 Stephanie Clapp
 Leona Gaertner

Utilization Review
 Internal Audit
 Med. A Approvals
 Med. A Services
 Coral Gables
 Bank Claims — Hospital
 Print Shop
 Computer Operations
 Tallahassee
 Gainesville
 Fed. Employees — Hospital
 Mail Room
 Med. A Typing
 Med. A Out Patient
 Keypunch
 Comp. Coverage
 Med. A Medical Review
 Services Area
 Quality Control
 Coral Gables

Blue Shield and Medicare B

Emma Lee Ross
 Barbara Jean Duke
 Frances Bullock
 Suzanne Tyson
 Amber Larson
 Kay Cowherd
 Elaine Stacy
 Elizabeth Hartley
 Jacquelyn Thomas
 Cheryl Hudson
 Annie McCray
 Helen Torba
 Jennifer Berry
 Cynthia Cooper

Med. B Verify
 Med. B Entry
 Med. B Entry
 Data Control Section
 Med. B Verify
 Med. B Correspondence III
 Claims Approval
 Med. B Screen & Coding
 Med. B Screen & Coding
 Med. B Entry
 Data Recording
 Med. B Screen & Coding
 Champus
 Med. B Claims Examining

BIRTH CERTIFICATES REQUIRED

Blue Cross and Blue Shield provide employees with a valuable Retirement Program, the cost of which is entirely paid by the Company . . . you do not contribute to this program. This additional compensation has the advantage of being tax-deferred . . . you do not pay Federal Income Tax on this portion of your income until you begin drawing retirement benefits.

You begin accruing retirement income under the Retirement Program after you have worked three years for any Blue Cross or Blue Shield Plan, provided you are at least 25 years of age, but not over 55 when employed. This is in addition to retirement benefits through Social Security, to which the company also contributes.

Employees have been receiving individual notification from the Personnel Department when the need arises to show evidence of their birth date for the Retirement Program. This is prior to the time an employee celebrates his third anniversary with the Plans. However, in order to assist the Personnel Department with their records, it is requested that employees who have at least two years' service with the Plans locate their birth certificates and provide the Personnel Department with a copy of it for their records.

By furnishing Personnel with a copy of your birth certificate, you will be greatly assisting them in preparing their records for you so that when you reach your third anniversary, there will be evidence in the files substantiating your birth date which is necessary before you are eligible for the Retirement Program.

Blue Cross Team #1 Finishes #1

The inter-company softball play-offs were completed on August 23 with Blue Cross Team #1 (Systems and Programming) finishing in first place over Blue Cross Team #2 (Operations). It was a closely contested game with the winner being decided by a single run, 11 to 10.

This elimination tournament also included Blue Shield Team #1 (Universal Marion Building employees) and Blue Shield Team #2 (Print Shop employees).

The three-day tournament climaxed the softball season which saw all four teams participating in Industrial Leagues in Jacksonville.

All four teams were sponsored by the Employees Club which purchased uniforms, equipment, and paid entry fees into the leagues plus all costs for the tournament. More than one-half of the total year's Employees Club budget went toward these softball teams, in which approximately 75 players in all competed.



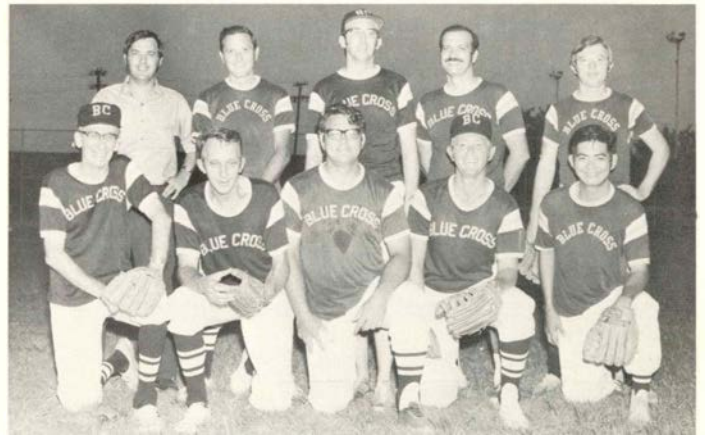
BLUE CROSS TEAM #1: Front row, left to right, Jeff Clyatt, Jim Holloway, Dave Roberts, John Rhoden, Ray Pack, Larry Shepard, Jack McAbee. Back row, left to right, Sidney Ough, Bill Buckner, Don Wickner, Joe Grantham, Hanse Hall, Jerry Potter, and Tony Hubbard. Not pictured are Bob Perry, Brian Neale, Richard Towery.



BLUE CROSS TEAM #2: Front row, left to right, Warner Hull, Leroy Cole, Travis Walker, and Dave Carmel. Back row, left to right, Fernando Victorio, Sonny Lindsey, John Stafford, and Ellsworth Poole. Not pictured are Gene White, Jim Myrick, Gary Faycosh, Mike Elster, Kenny Godbold, and Leon Kinchen.



BLUE SHIELD TEAM #1: Front row, left to right, Ulysses Mack, Anthony Steward, Bernard Jackson, Reginald Higgins, and Andrew Green. Back row, left to right, Furman Watson, Clarence Rainey, Thomas Webb, Willie Reese, John Lee, Leroy McLendon. Not pictured are Jim Reed, Steve Ownes, and Lawrence Kellern.



BLUE SHIELD TEAM #2: Front row, left to right, George Elston, John Smid, Steve Cameron, Gerald Whitten, Washington Dimalanta. Back row, left to right, Floyd Seibert, Benny Bailey, Gerald Proctor, Robert Hawley, and Mike Gillespie. Not pictured are Gordon Carter, Joe Baker, Henry Harris, George Geib, John Gillman, and Bill Piner.



“4 Spares” Win Women’s Summer Bowling League

1ST PLACE TEAM: From left, Diane Caron, Cathy Evors, Pat Wilson. Bobbi Houser was absent.



2ND PLACE TEAM: From left, Club President Carole Utley, Janet Trunnell and Susan Rainwater. Dot McQuinn and Imogene Mullins were absent.



3RD PLACE TEAM: From left, Ann Goble, Linda Odum and Elaine Stacy. There was no fourth member.



INDIVIDUAL WINNERS: From left, Diane Caron, High Series Handicap - 613; Diane Bethea, High Game Handicap - 245; Connie Levitt, High Series Scratch - 550; Cathy Evors, High Average - 162; Maxine Lopez, High Game Scratch - 233.



League President Cathy Evors, left, presents trophy to the Employees Club President Carole Utley for its sponsorship. The award will go in the company’s trophy case.

The Women’s Summer Bowling League concluded Saturday night, September 9. More than 40 Blue Cross and Blue Shield ladies participated in this league sponsored by the Employees Club. The “4 Spares” took first place, the “8 Soles” won second place, and the “Rebelettes” came in third.

All team trophies, including trophies for individual awards, were presented by Employees Club President Carole Utley who also accepted a beautiful blue and gold trophy for the company’s trophy case.

The Employees Club paid for the girls’ sanction fees and the banquet, while the bowlers bought the trophies out of money contributed to the prize fund each night of bowling.

In addition to the photographs on this page, Bonnie Henderson and Cel Raines, each won a trophy for most improved bowlers with an 11 pin increase.

The Winter League is already underway with more than 40 gals participating.

Odelle Brock Praised For C.O.B. Work

"C.O.B." stands for Coordination of Benefits, but it could also be an abbreviation for "Conscientious Odelle Brock."

Because of her and her department's outstanding work in the tremendous savings of subscribers' dollars, she was commended for work "above and beyond the call of duty" at a special ceremony before the senior staff. Odelle has been Supervisor of the C.O.B. Department for five years.

President J. W. Herbert presented her with a certificate coinciding with her twelfth anniversary with the Plans which read:

Commendable Odelle Brock

Presented this thirtieth day of August in the year Nineteen Hundred and Seventy-Two for Outstanding leadership in the slaying of dragons and the unparalleled ability to save money for Florida Blue Cross and Blue Shield Subscribers. Be it known to all men on this Thirtieth day of August, marking the twelfth anniversary of Odelle Brock's employment, that through her leadership efforts in the battle of the Coordination of Benefits the Florida Blue Cross and Blue Shield Plans have saved for subscribers in excess of five million dollars.

Odelle's reply included the following remarks: "In accepting this plaque, I would just like to say 'thank you' for the warmth and confidence you have shown me, and my one hope is that other employees will be inspired by it. In this day of hard-core, competitive business it is not easy to 'keep one's cool,' especially when the cynics are so prone to discourage. But I still believe that hard work, loyalty, and dedication to your job still work, and upon this basis I humbly accept this honor, not only for myself but for my department and all others who have made this possible."



Odelle, seated next to Mr. Herbert, proudly displays her new certificate. Dick Meyers, Vice President - Claims, watches on at left while Flake Hewett, Manager of the Blue Cross Claims Department, is at right.

Headed by Dr. Irwin

New Medical Division Established

Thomas M. Irwin, M.D. will head the newly formed Blue Cross and Blue Shield Medical Division as its Medical Director, it was announced by President J. W. Herbert.

As Medical Director, Dr. Irwin will be responsible for providing medical expertise and consultation to all corporate functions where required. Plans are currently being studied to complete the staffing and organization of the Division in a manner that will serve all company divisions and departments in the most effective way possible.

Dr. Irwin is a Board Certified Otolaryngologist and practiced that specialty in Jacksonville for over 20 years before joining our staff full-time in 1969. Prior to that time he had been a member of our Claims Committee for fifteen years. He is a member of his State and National Specialty groups, the Duval County Medical Society, the Florida Medical Association, and the American Medical Association. He is past president of the Duval County Medical Society and the Florida Eye, Ear, Nose, and Throat Society.



Dr. Tom Irwin

J. A. McMahon Named New President of AHA

Walter J. McNerney, President of the Blue Cross Association, Chicago, has announced J. Alexander McMahon as the new President of the American Hospital Association. He succeeds the late Dr. Edwin Crosby.



J. A. McMahon

Mr. McMahon, former President of North Carolina Blue Cross and Blue Shield, brings a distinguished background and record of accomplishment to the new job, including broad experience as an executive in health, governmental, and association work.

His deep knowledge of the health field — both in financing and delivery — will be especially valuable as he takes the helm of the AHA.

Mr. McMahon is a graduate of Duke University and Harvard Law School. He was involved in the formation of the North Carolina Plans in 1968 and was its president from the beginning.

In the years he has served the North Carolina Plans as Chief Executive he has achieved an outstanding record both in serving his state and the nation.

He has not hesitated to accept major responsibilities for the Blue Cross system, serving as a member of the BCA Board of Governors and its Executive Committee, as a member of President Nixon's Task Force on Public Health Education, and as a member of the Advisory Committee on the Health Services Industry to the President's Cost of Living Council. The latter is an advisory group to the Cost of Living Council for Phase II of the Economic Stabilization Program.

PERSONNEL...ITIES

CLAIMS DIVISION PERSONNEL CHANGES

P. R. Meyers, Vice President - Claims, has announced several changes in the Claims Division.

Mary Lee Butler, Manager of the Blue Shield Department and an employee for 26 years, has indicated her intention to retire early, beginning sometime next April. This has resulted in the transferring of Claims Division personnel in preparation for this event.

Jack McAbee, who has been Assistant Manager in charge of Production and Quality Control, Prescription Drugs, Complementary Coverage, Title XIX, Typing and OCR, and Claims Files, has been appointed as Administrative Assistant to Mrs. Butler. The Production and Quality Control function will report directly to Mrs. Butler as a staff function.

Bob Riggs, former Special Assistant of Medicare B Claims, has been transferred to the Blue Shield Claims Department to replace Mr. McAbee. Bill West, former Manager of the Western Union office in Jacksonville, will succeed Bob Riggs.

Mr. McAbee has over five years' service with the Plans. He was formerly a Special Assistant and an Assistant Claims Manager in the Utilization Review Department. He has prior experience as an Assistant Manager in the Blue Cross and Blue Shield Claims Department and has held his most recent position as Assistant Manager for Blue Shield since December, 1971.

Mr. McAbee served as President of the Employees Club during 1968 and has always been very active in the Club's sports programs.

Mr. Riggs has been an employee in Medicare B since April, 1968 when he was employed as a Management Trainee. Later that year he was promoted to Supervisor of Night Claims, and in March, 1969 he moved up to Special Assistant of Claims. His newest assignment brings him back to the Riverside Building since more than three years of his time has been spent at the Universal Marion Building.

His promotion to Assistant Manager of Blue Shield Claims, effective August 28, includes direction of Complementary Coverage, Medicaid 65, Prescription Drugs, Blue Shield Paid Claim Files, OCR and Typing Pool.

Bob is presently serving as a member of our Blue Cross and Blue Shield Charities Committee along with six other employees.

He is retired from the United States Navy, with 20 years' service, during which time he served as a Hospital Corpsman First Class. He has been married for nine years and he and his wife, Faye, are the proud parents of eight-year-old Jane.

Mr. West joined Blue Cross and Blue Shield in late August, coming directly from his position as City Manager of the Jacksonville Western Union office, his employer for the past 33 years.

He and his wife, Fannie, have two children, Mike, a freshman at the University of South Florida, and Linda, a junior at Terry Parker High School.

Bill claims he's not much of a golfer, but he does enjoy slow pitch softball and is the past manager of a team for his church, First Methodist of Jacksonville.



Jack McAbee



Bob Riggs



Bill West

THREE ADDED TO PHYSICIAN RELATIONS STAFF

Three new staff members have been added to the Physician Relations Department, it was announced by Manager George S. Lewis.

James L. Minford, Assistant Manager - External Operations, Utilization Review Department for the past seven months, has been transferred to the position of Administrative Assistant to Mr. Lewis. Jim is now located in the 700 Building in Jacksonville.

Jack L. Bailey, former Business Manager of a medical group in Leesburg, Florida, is the new Physician Relations Representative in the Orlando area. Luis R. Caceres, Jr., an Attorney, has been assigned as Physician Relations Representative in Miami.

Jim was formerly a Physician Relations Representative in Orlando for three years before moving to Jacksonville last December.

Jack served 24 years in the Air Force, retiring as a Lieutenant Colonel. He is a former command pilot, and since retirement, has also held the position of Assistant Administrator at Leesburg General Hospital. Married, he and his wife, Eloise, have one child. Jack is a native of Tennessee and attended college at Southeastern University in Washington, D.C.

Luis, since his arrival in Miami as a Cuban exile, has become well known in the Dade County area for his work in the fields of public relations, education, and English and Spanish-language journalism. He is the son of a Cuban physician, Dr. Luis Rodriguez Caceres, who, at the age of 70, became the oldest physician to pass the state board examination to freely practice his profession in the state of Florida.

The employment of Luis recognizes the growing importance of the Spanish sector in local Dade County medicine, and his appointment has been welcomed by Spanish-speaking physicians in the Miami area. Luis and his wife, Margarita, have two children.



Jim Minford



Jack Bailey



Luis Caceres, Jr.

BLUE CROSS PROMOTIONS

Three promotions have been announced by Flake Hewett, Blue Cross Manager, involving Barbara Davis, Margaret McPhaul, and Ruth Kicklighter.

A 17-year veteran, Barbara has been promoted from a Supervisor to Production and Quality Control Analyst. Since she was hired in August, 1955, Barbara has spent all of her time in Blue Cross Claims, Complementary Coverage, and Basic Claims.

Margaret has been with Blue Cross and Blue Shield for 14 years and has been promoted to Supervisor of Billing and Approvals of Blue Cross Claims. She was a Billing Clerk for nine years and a Section Leader for five years, all in the Blue Cross Claims Department. Succeeding her as Section Leader is Annie McKinnies who has been an employee for five years. Now Section Leader for the Blue Cross Claims Department, Annie was promoted from a Billing Clerk.

Ruth has been promoted to Supervisor of a new department, Special Services. She has been an employee for 12 years and formerly worked in Paid Files for five years and Blue Cross Correspondence for seven years.

All these employees are located on the seventh floor of the Riverside Building and report directly to Mr. Hewett.



Barbara Davis



Margaret McPhaul



Ruth Kicklighter

JESSE GROVER NEW TRAINING COORDINATOR IN PERSONNEL

Jesse B. Grover has been selected as the new Training Coordinator for the Personnel Department, it was announced by Personnel Director, W. T. Gibson.

Jesse succeeds Bob Herrington who was recently promoted to the position of Manager of Training and Development.

Jesse has attended Campbell College in North Carolina, Cameron College in Oklahoma, North Carolina State, and graduated with a B.B.A. degree in Business Administration from Campbell College, Buies Creek, North Carolina. He is a retired Chief Warrant Officer, U. S. Army, with 26 years in the service.

Jesse and his wife, Evelyn, have seven children, ages 4 to 17.



Jesse Grover

MIKE WEBB WINS FREEDOMS FOUNDATION AWARD

Charlie Webb, City Councilman, is often read about in our Jacksonville newspapers, but **The Florida Times-Union**, August 23 edition carried a story on another Webb — this time it was Mike, Charlie's son, who was recognized.



Mike Webb

Mike was one of seven Jacksonville persons who received awards from the Freedoms Foundation in recognition of their efforts on behalf of the national patriotism in a special ceremony at the Pilot Club on Tuesday, August 22.

During this ceremony Mike held his Honor Certificate Award in his hands, and told members of the Pilot Club and their guests, "I want to go around and wave this in the faces of kids who are so pessimistic and say, this is what America is all about."

Mike, who is a June, 1972 graduate of Edward White High School, won the speech competition at his school as well as the countrywide speech award for his essay "What It Means To Be An American." His essay, which was judged tops of all high school winners in Jacksonville, won him \$150.00 from the Women's Clubs of Jacksonville, while the Freedoms Foundation presented him with a plaque.

His proud father explained he was going to buy some frames for his son's certificates which he has won during the past couple of years, but decided against it when he realized he would have to buy over 30 frames!

Charlie Webb is our Blue Cross and Blue Shield Legislative Representative and is located in the Northern Regional Office in Jacksonville. Mike was employed at Blue Cross and Blue Shield as a part time employee this summer in the Services Department and is now attending Florida Junior College.

SUGGESTION AWARD WINNERS RECEIVE \$57.00 IN CHECKS

Louise Mills, secretary, Building Management, is the top suggestion award winner this month with a \$27.00 check for her idea concerning replacement of form B3-90 currently used in the Building Management Department.

Ten dollar winners include **Noel Murray**, **Maxine Lopez**, and **Claudia Spencer**.

Noel, Medicare B Correspondence Clerk, suggested a form for requesting EOMB's in the Medicare B Correspondence Department.

Maxine, Medicare A Section Leader, submitted an idea concerning the method of making a notation on the out-card in the history files used in Medicare A.

Claudia, secretary to Medicare B Manager, Roger McDonell, suggested a better way of printing stationery for business letters.

EDP PROMOTIONS

The following promotions have been announced in EDP, effective in September:

Susan Rainwater to Systems Analyst

Larry George to Systems Analyst

Donald Mixon to Systems Analyst

Paul Cox to Programmer/Analyst

PROVIDER REIMBURSEMENT CHANGES ANNOUNCED

George D. Crossett and Reginald D. Hardwick have been added to the Provider Reimbursement staff as Senior Auditors, and Charles R. Hoefler has been promoted to a Senior Auditor, it was announced by Manager John Gillman.

George and Reginald passed their CPA exams in May of this year and are now working in the St. Petersburg and Tampa Branch offices, respectively, and Charles is located in the Orlando branch.

George is a graduate of Auburn University with a BS degree in Accounting. Prior to employment with Blue Cross and Blue Shield in St. Petersburg in June, he worked for Peat, Marwick, Mitchell & Co., CPA's in Birmingham, for four years where he served as Senior Accountant. He is a Sp5 in the U.S. Army Reserves.

George and his wife, Joan, are the parents of Karen, age 2½. He is a member of the National Association of Accountants.

Reginald was employed by Blue Cross and Blue Shield in March, 1972 in the Tampa branch office. Prior to this he was an accountant with Kenflo Corporation and Successor Corporation KFC of Southeast, Inc. He had direct responsibility for multiple corporation accounting for the transactions of 12 subsidiary corporations of KFC. Prior to that he was employed by CPA's Ernst & Ernst, as a senior accountant engaged in the supervision and performance of commercial and institutional audits.

He is a Lakeland High School graduate and is an Honors Graduate of the University of South Florida in Tampa. He received a BA degree in Foreign Language and History in 1964, and in 1966 he returned to the university to complete requirements for a major in Accounting and business courses necessary for the Uniform Certified Public Accountant Examination.

He is married to Louise, and their outside interests include photography, fishing and bicycling.

Charles is located in the Orlando office and has been an employee since January, 1969. His promotion from Junior Auditor to Senior Auditor was effective July 31.

He attended the University of West Florida in Pensacola and earned a B.A. degree in Accounting. He is single and enjoys sailing, swimming, and karate as his hobbies.

Mr. Gillman also advised Stephanie Markey passed three parts of her CPA exam and Gordon Carter passed two parts.



George Crossett



Reginald Hardwick

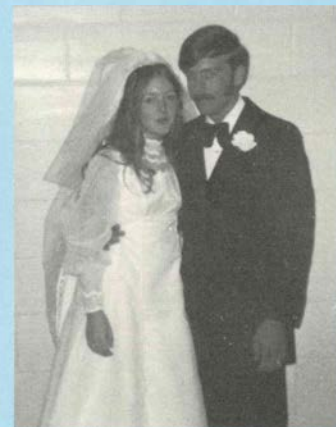


Charles Hoefler

Weddings



Martha and Perry



Laura and Steve

Perry E. Register, Branch Audit Supervisor of the Orlando Provider Reimbursement Department, was married to Martha Neff on August 5 at Grace Brethren Church in Maitland.

Perry has been employed for over three years, and Martha, an April graduate of the Orange Memorial Hospital School of Nursing in Orlando, is employed by Seminole Memorial Hospital in Sanford.

Perry's secretary, Pat Flannery, was a bridesmaid, and her husband, Michael, was groomsman.



Laura Stone, Subscribers Service Group, was married to Steve H. Andrews at the Trinity Baptist Church on July 21.

Laura began working at Blue Cross and Blue Shield in June, 1971 as a DCT student in Subscribers Service Group, and upon her graduation this past June became a full-time employee.

Steve was one of the steel workers who helped in the construction of our new 20-story building.

SHARON WARREN WORE "LUCKY" POW BRACELET

Sharon Warren, secretary to Bob Flowers in Personnel, has worn a POW bracelet for over four months which she purchased at the Naval Air Station in Jacksonville.

Even though her arm developed an allergy to the metal, she vowed to wear it until Navy Lt. (j.g.) Norris Charles returned from a prison camp in Hanoi.

Her prayers were answered when she discovered he was one of three POW's who arrived in New York City on September 28, and she couldn't wait to call your editor with the good news.

Lt. Charles, married with a three-year-old daughter, was a combat pilot who was reported missing since December 1, 1970. He was flown to a San Diego NAS hospital on his arrival in the States.



Sharon Warren

MARY FLESHER PROMOTED TO ASSISTANT MANAGER

Mary Flesher's promotion to Assistant Manager of Group Billing has been announced by Subscribers Service Manager Jim Gibbons, effective July 10, 1972.

Mary was previously Supervisor of Quality Control and has been an employee for six years. Betty Bruce, formerly Supervisor of Subscribers Service Group, has replaced Mary in the Quality Control Department.

Mary is one of five Assistants who report to Mr. Gibbons, in addition to Jerry Vaughan, Mabel Fleming, Jim Geer, and Amelia Kelly.

As Assistant Manager of Group Billing, Mary is responsible for five Supervisors: Beverly Allen (Self Adjust), Gladys Westmoreland (Bill Adjust), Ann Lundy (FMIT Hospital Merit), Suzanne Sutton (National Accounts), and Arlinda Vines (True Group).

During her first six years with Blue Cross and Blue Shield, Mary has been involved with Screening and Processing, Correspondence, Billing, Quality Control and Training, and Group departments. She had been employed with the State Farm Insurance Company in Jacksonville prior to beginning her career with the Blues.

Besides staying busy with her many new responsibilities, Mary and her husband are also involved in remodeling and furnishing their home in Arlington.

CAROLYN SANDS PROMOTED TO SUPERVISOR IN MEDICARE A

Carolyn Sands' promotion to Supervisor of the Medicare A Services Department has been announced by Manager Clara Rose, effective July 1. She has served as Acting Supervisor for the past several months filling in for Mrs. Emma Hair who has been absent due to a serious illness.

This perky, blond-haired gal, although small in stature, brings a large amount of experience to her new supervisory position in Medicare A. She has been employed in Medicare A since March 31, 1969 and was previously a Billing Edit Clerk in the Approvals Department prior to her promotion.

Carolyn is a native of Virginia (as if you couldn't tell by her accent!), and includes as her hobbies reading, boating, and sun-bathing at Jacksonville Beach.

Maxine Shepherd has been promoted to Section Leader in Carolyn's Services Department, effective July 1. Maxine was previously an Open Item Review Clerk in the Services Department and has been an employee since January, 1970.



Mary Flesher



Carolyn Sands



Cheryl Cumens

CHERYL CUMENS HEADS NEW BUDGET CONTINGENCY PROCEDURES

The promotion of Cheryl Cumens to Budget Statistician of the Cost Accounting and Budgeting Department has been announced by Jim Guthrie, Assistant to the Controller for Cost Accounting and Budgeting.

Cheryl, who was hired in January of 1970 as a Cost Clerk, will handle the contingency control procedures in the budgets. This is a new position established for the purpose of handling anticipated overtime, purchase or lease of capital equipment, and new positions.

She is a native of Jacksonville, a graduate of Robert E. Lee High School, and has attended courses at Florida Junior College. Her husband, Art, is also associated with Blue Cross and Blue Shield in the capacity of a carpenter — he is currently working on the construction of our new buildings.



**Thanks to you
It's working
The United Way**

SECTION LEADER PROMOTIONS

Lorraine Rown, Training Clerk, Subscribers Service Quality Control, has been promoted to Section Leader in Direct Files, effective July 28. She has been employed for three years and has succeeded Beulah George who recently retired. Lorraine is one of the company's best bowlers, and was a member of the first place team in the 1972 Women's Winter Bowling League.

Margaret Patrick has been promoted from a float to a Section Leader in the Medicare A Approvals Department, effective July 17. Margaret has been an employee since June, 1967 and succeeded Linda Thigpen who left the company for maternity reasons.

Diane Platts was promoted to Section Leader in the Medicare B Edit Department, effective July 24. She was previously a Research Clerk in Edit and succeeded Anne Utsey who was transferred to Prepayment Screening and Coding. Diane has been an employee in Medicare B since June, 1968.

FLORIDA EMPLOYEES PARTICIPATE IN WASHINGTON, D.C. CONFERENCE

The Districts V and VI Internal Operations Annual Conference held September 21-22 in Washington, D.C. was attended by nine Jacksonville Blue Cross and Blue Shield employees. The meeting provided general sessions on subjects such as Personnel, Subscribers Service, Claims, Methods, and EDP.

Jack Masters, Special Assistant, Administration, was Co-chairman of the conference along with Mr. Leonard Hampton, Coordinator, Administrative Services, of the North Carolina Plans. Jack was Chairman of District VI which includes Florida, Tennessee, Georgia, Mississippi, Alabama, and Louisiana. Mr. Hampton was Chairman of District V which includes Kentucky, Maryland, Virginia, West Virginia, North Carolina, South Carolina, and Washington, D.C.

Jacksonville personnel who contributed to the conference program included Group Sales Manager, Joe McGurrian, who spoke on "Developing and Maintaining Good Subscriber Relations," and Cliff Mendoza, Personnel Department, who spoke on "Equal Employment Opportunity Concepts."

Also attending the meeting from Jacksonville were Jim Gibbons, Bill Varnell, Mary Lee Butler, Flake Hewett, Jack McAbee, and Barbara Davis.

MEDICARE B OUTSTANDING CLERKS COMMENDED



Lynda Parker, left, and Janice Permenter



Barbara Hoffman and Donna Ellis

Larry Payne, Medicare B Special Assistant of Correspondence, has named Janice Permenter and Lynda Parker as outstanding clerks in his department for the month of July, and Barbara Hoffman and Donna Ellis for the month of August.

Janice and Barbara were named the "Most Improved Clerk of the month," while Lynda and Donna were commended as the "Clerk of the month."

According to Mr. Payne, these girls were outstanding among approximately 40 clerks in his department and have displayed outstanding attitudes and extended extra efforts toward handling the tremendous volume of correspondence in their department.

ARE THEY WINNERS? "WRIGHT-ON"



Wanda and Pat Wright

Wanda Giddens Wright, a former employee in our CHAMPUS Department, was among the semi-finalists in the August 3, 1972, "Mrs. Auburn Contest" held at Auburn University in Alabama. The 35 contestants were judged on beauty, congeniality and poise; swim wear and evening wear were also part of the competition.

Wanda is the wife of Patrick Wright, who has been a familiar face at Blue Cross and Blue Shield for the past four summers. He has received his BS degree in biology and is studying for his degree in Veterinary Medicine (DVM).

She is the daughter-in-law of Veronica Wright, Administrative Assistant to C. H. Meyer, who declares the couple "winners in any event".



PROFILE was selected as the recipient of the "Communicator of the Month" award by the Northeast Florida Business Communicators for the outstanding issue published in August.

The plaque was accepted by Editor Carole Utley at the group's September 12 meeting in Jacksonville.

Presenting the award was another editor of an employee publication who based her decision on these points: "PROFILE carried a variety of messages to and about employees. In looking through it, I got the feeling that Blue Cross and Blue Shield is a good place to work, and this is a good goal for any publication to strive for."





"I can't bear to look."

Hundreds Take Advantage of Flu Shots

More than 700 Jacksonville employees took advantage of another fringe benefit by getting a free flu vaccine injection when it was offered in September. In addition, many branch office employees took the shots in their respective cities and were reimbursed by the company.

Personnel advises that our past medical records confirm that employees who take these shots have considerably less absenteeism due to colds and flu each year than those employees who do not get the vaccine.



Hang on!



Grin and bear it.



"Oh, that smarts!"