

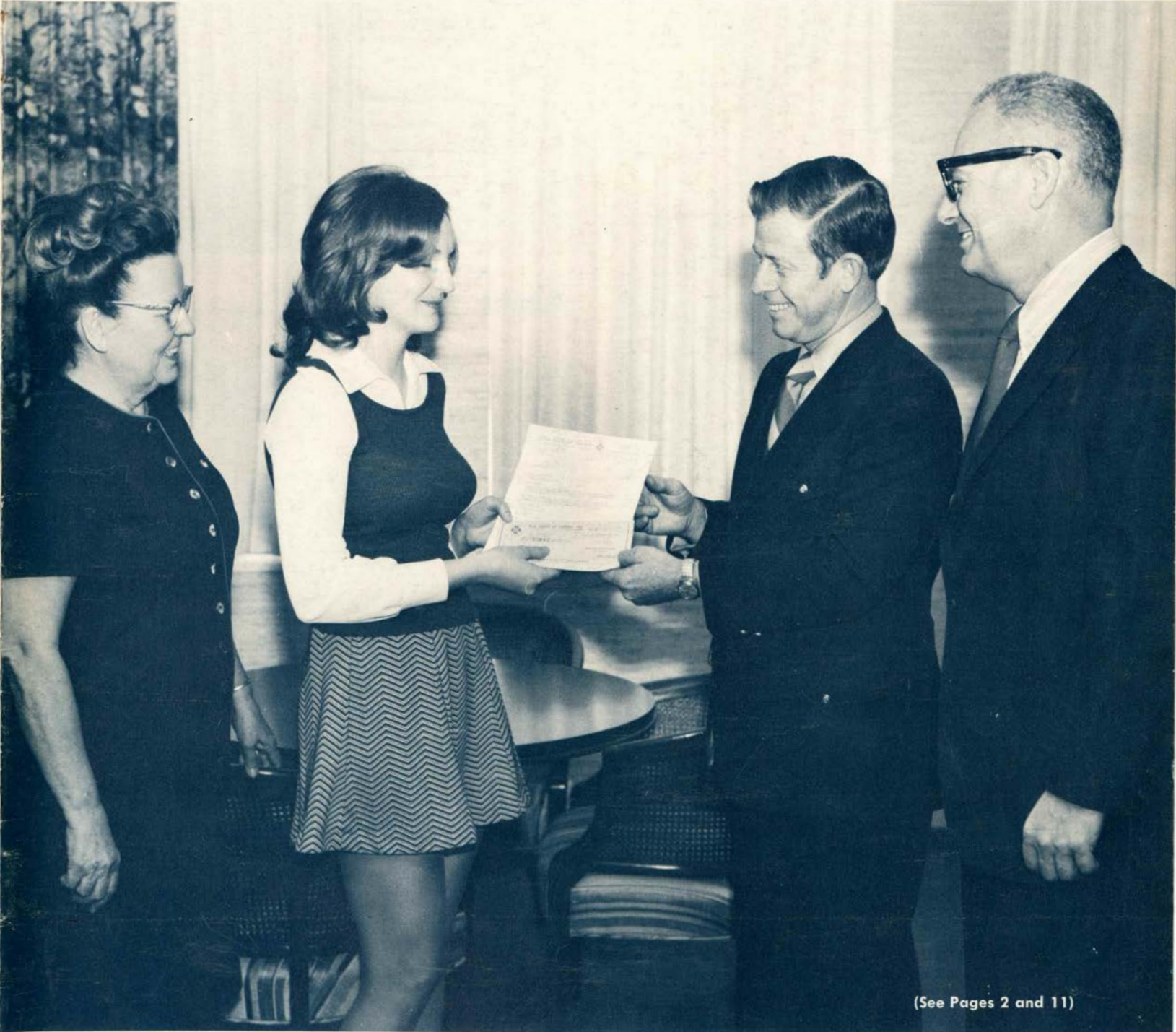
Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

March, 1973

In this Issue:

*North Building Opens
16 Employees Honored for Service
\$965.00 Paid for Suggestions*



(See Pages 2 and 11)

**FEBRUARY SUGGESTION CHECKS
TOTAL \$965.00**

Profile

Vol. 5, No. 8

March, 1973

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



Blue Cross®
of Florida



Blue Shield®
of Florida

532 Riverside Avenue
Jacksonville, Florida 32201

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RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Deborah Moody,
Pat Rallison,
Janice Schoonover
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 Claudia Holland
Sixth Floor Sam Watson
Seventh Floor Cathy Conner,
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Eighth Floor Carolyn Sands
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About The Cover . . .



Sharon Howard was stunned when Senior Vice President, Joe Stansell, presented her with a suggestion award check for \$842.00. Not previously advised of her large award, the fourth largest ever paid, she guessed she might get "at least \$50.00"!

At left is Blue Shield Manager, Mary Lee Butler, while Vice President - Claims, Dick Meyers, looks on at right.



North Building Opens On February 19

The three-story North Building was officially "open for business" on Monday, February 19 with the opening of the new cafeteria on the third floor.

Other departments which also moved into the building included the Print Shop, the Graphics Department, the Drafting Room, some Building Maintenance personnel, and all the ladies in the Mail Room.

Employees were treated to free cake and hot and cold drinks through the courtesy of Morrison's which provides all food services. The "scramble system" was unveiled for the first time which provides separate serving areas for sandwiches, soups, drinks, salads and hot food serving lines, making it much easier for employees to get the type of food and drink they desire in a shorter period of time. Morrison's is providing an expanded menu made possible by the larger cafeteria facilities and serving areas. Their employees are now sporting bright yellow uniforms and personalized named tags.

The third floor decor includes new draperies, carpeting and furniture which blend beautifully with the new color scheme, and new roomy lounge areas, restrooms, and a telephone room adjacent to the cafeteria round out the new facilities.



"First break" employees initiated the new cafeteria by enjoying free refreshments by Morrison's.



Employees line up at the coffee, tea, soft drink, and hot chocolate serving line.



A full breakfast menu is available before work from 7:30 a.m. - 8:00 a.m. and again during morning breaks.



Morrison's personnel were on hand for the big opening. The foursome in the foreground includes, from left, John Hill, Senior Vice President from Mobile, Alabama, Morrison's home office; Hal Adams, Building Project Coordinator; Zachary Skokos, Vice President of Morrison's Regional office in Tampa; and Derald Smart, Building Manager. Jim Goodwin is the Cafeteria Manager for the Blue Cross and Blue Shield operation.



Counting application cards are, from left, Dreme Hodges, Supervisor Betty Bruce, Assistant Manager Amelia Kelly, Steve Willbanks, Mildred Nicholson, and Lois Nettles.



Taking a welcome break from processing the new cards are, from left, Nancy Roberson, Debbie Woodward and Carol Winn.

45,000 Applications Pour In For Increased Room Allowance

Approximately 85,000 applications offering an increased room allowance to \$40.00 a day were mailed to all direct and non-group contract holders who have a \$24.00 and \$30.00 room allowance. (Student contract holders were excluded from the mailing.)

This increase will be effective with the April 1 billing date.

Response has been tremendous! Over 45,000 applications have been returned requesting the higher coverage. Betty Bruce, Supervisor of the Subscribers Service Quality Control Training area, heads up the project and reports the last time this offer of additional coverage was made was in 1969.



St. Luke's Specialized Care Building which opened in 1970, located on Boulevard Street. In 1973 it served nearly 13,000 inpatients and over 63,000 outpatients.

St. Luke's Hospital Celebrates 100 Years

St. Luke's Hospital in Jacksonville, the state's first and oldest community hospital, celebrated its 100th anniversary on March 11 with a celebration which included the key-note address by Dr. Jean Mayer, President Nixon's Advisor on Nutrition.

St. Luke's had its beginning when three ladies attempted to provide medical care for indigents and opened a "hospital." Prior to that time, the sick were cared for by physicians in Jacksonville hotels and private residences.

The hospital began with four beds in a two-room frame house on Main Street between Duval and Monroe Streets. From the time it opened its doors to the sick of Jacksonville — on March 11, 1873 — St. Luke's has grown to a physical facility encompassing nearly two blocks.

When those cramped quarters became inadequate, a larger hospital was started. It suffered total destruction from an arsonist's torch but managed to endure with the community which it served through major yellow fever and influenza epidemics.

In 1878 when Jacksonville was a village of 8,000, the doors of the rebuilt St. Luke's Hospital were reopened on Palmetto Street. This small brick structure still stands and contrasts vividly with the present modern facility a few blocks away. It has been placed on the National Register of Historic Places.

Again seeking larger quarters, the hospital purchased a tract of land in the Springfield area of Jacksonville, and in 1914 patients were transferred to the 74-bed pavillion type hospital with connecting corridors. The facilities were expanded and modernized through the years yielding a bed capacity of 239 in 1961. In 1965, a long-range building program was developed, and in just five years a specialized care building was completed bringing St. Luke's total beds to 325.

Another "first" at St. Luke's was the establishment of its nursing school which began in 1885 and continued until 1965 when it phased out for a two-year college level program.

The first plan in Florida for the pre-payment of hospital expenses was at St. Luke's. This was a one-hospital plan, conceived, organized and operated by the hospital's administrator, W. E. "Ted" Arnold, who was to become the first president of Florida Hospital Service Corporation, now known as Blue Cross of Florida, Inc. Founded in April 27, 1944, Blue Cross was served by Mr. Arnold at its helm from 1944-1950. He was Honorary Chairman of the Board from 1950 until his death on July 6, 1965.



A patient's room at St. Luke's Hospital around the turn of the century.



St. Luke's Hospital opened its doors on Boulevard Street in 1914 just before World War I and the influenza epidemic.



St. Luke's Administrator, W. E. "Ted" Arnold, was the first president of Blue Cross of Florida, Inc. from 1944-1950.



Tallahassee staff members pictured in front of their new office are, from left, Evelyn McCormick, Pat Hancock, Barbara Holley, Branch Manager Bill Miller, Representative Charles Sharpe, Rose Adams, Vickie Schwing and Susanne Scoma. Representative John Bradberry was unable to be present when the picture was taken. (He is pictured on page 9 marking 15 years with the Tallahassee branch.)

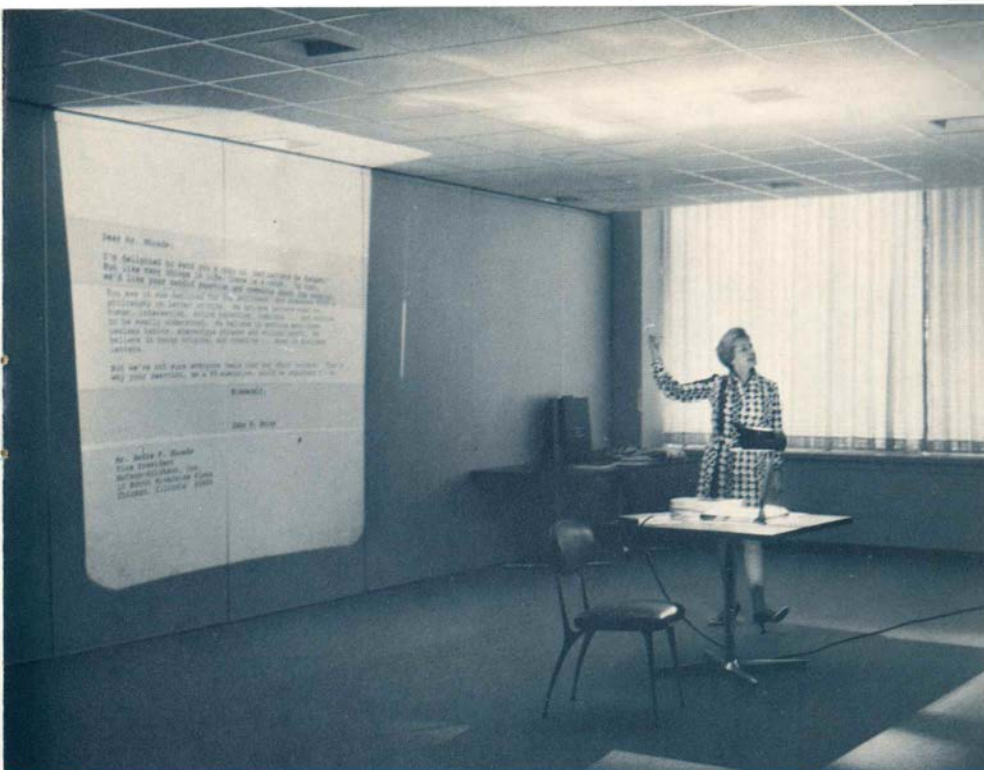
Tallahassee Branch Expands Into Larger Quarters

The Tallahassee branch office has moved into larger headquarters at 325 John Knox Road, Suite E103.

This move was necessitated because of the State of Florida group which Blue Cross and Blue Shield secured, adding an enrollment in excess of 50,000 state employees. The addition of this large account required an additional employee and a 2260 Visual Terminal, which created a space problem in the former office.

To provide better service to the new account, the Tallahassee office moved into the same facility that housed the State Employee Insurance Department, a newly formed agency created to administer and coordinate its program with the branch office. The new location is in a progressive and rapidly expanding section of Tallahassee.

Bill Miller is Branch Manager of the Tallahassee office, and Art Lentz of Jacksonville is its Regional Manager.



Marjane illustrates a point with a visual aid regarding "how to" and "how not to" write business letters.

How to Update Business Letters

Down With "Dear Sir"



Some of the more than 300 employees who sat in on Marjane's letter writing seminar held at the Riverside Building.

On February 14 while Cupid was shooting his arrow into hearts and Valentines, Marjane Cloke was shooting a lot of holes in business letter theories.

She visited Blue Cross and Blue Shield both on February 14 and 15 to tell several hundred employees how to update and modernize their business letters to provide readers with snappy, crisp correspondence.

Marjane, Director of Public Relations for Mutual of New York, and an employee with them for 30 years, started out in 1968 to help modernize business letters. She has developed a style which does away with "Dear Sir" and numerous other stuffy formal business letter traditions. She co-authored with Robert Wallace "The Modern Business Letter Writer's Manual" which was given out to all employees attending the seminar.

Marjane travels over 60,000 miles a year and has told her story to nearly 700 schools, college campuses and companies.

She was invited to Blue Cross and Blue Shield by Charles Mock, CLU, insurance counselor for our employees and a Jacksonville MONY representative.

Whether or not her system is always applicable at Blue Cross and Blue Shield remains to be seen; however, evidence is cropping up in various correspondence which helps to liven up some otherwise monotonous reading material. If correspondence clerks are given the "go-ahead," subscribers may be getting letters which begin: "We are happy to tell you, Miss Smith, that your hospital costs will be paid by your policy," instead of the usual "Dear Miss Smith".

Employees Honored For Lon

Thirteen employees were honored on Friday, February 23, in the Board Room of the Riverside Building when President J. W. Herbert presented their service pins and awards in recognition of a total of 225 years of service with Blue Cross and Blue Shield of Florida.

A 25-year diamond pin was given to **J. M. Jordan** who celebrated a quarter of a century of service on February 17. He is Assistant to the Controller, Gene Parr, Financial Accounting Department. J. M. remembers his first day at work when he was the Accounting Department! At that time, he explained, there were only 19 employees working for the company.

Mr. Herbert presented 20-year pins with a sapphire stone and wall barometers to **Lottie Ashton, P. R. Meyers, and Jim Gibbons, Dot Page** was unable to attend but received her awards at a later date.

Lottie Ashton is a Section Leader in Data Recording, Key Punch, and celebrated her 20th year on September 1. She has spent the last 18 years in Data Recording.

Dick Meyers is Vice President - Claims, a position he has held since June 1, 1970. He marked his 20th year on January 3, but not all those years have been spent with the Florida Plans. He spent 13 years with the Milwaukee, Wisconsin Plans before joining us in May, 1966 when he came here to organize the Medicare Part A Department and became its Manager. In 1969 he assumed the responsibility of Blue Cross Claims Manager in addition to his Part A duties.

Jim Gibbons is Manager of Subscribers Service, a position he has held since 1963. His anniversary date was February 6 when he reached the 20-year milestone.

Dot Page is a Supervisor in Medicare A Typing and Transcribing and marked her 20th year with the Plans on November 3. She has held the position of Supervisor for the past five and a half years.

Fifteen year pins were presented to the following employees:

Doralee Dougherty, Supervisor, Cashiers, Anniversary date April 16, 1957. She has been Supervisor for over three years.

Mary Lou Hershberger, Medicare Billing Clerk, Inter-Plan Bank Department. Anniversary date September 23, 1957. She has held her present position for three years.



Twenty-year service pins and wall barometers were presented by Mr. Herbert to, from left, Lottie Ashton, Jim Gibbons, and Dick Meyers. Senior Vice President W. J. Stansell, at right, assisted in the presentation.



Fifteen-year service pins were presented by Mr. Herbert to, from left, seated, Margaret McPhaul, Mary Lou Hershberger, and Ruth Sodek. Standing, from left, Betty Bruce, Bob Fetzer, Olga Gerrish, and Doralee Dougherty.

ong Years of Service



J. M. Jordan receives his 25-year service pin from Mr. Herbert.



Dot Page
20 years



Marie Coleman
15 years

Ruth Sodek, Supervisor, National Accounts Department, Anniversary date October 1, 1957. She has held this position for three years.

Margaret McPhaul, Supervisor, Hospital Claims Department. Anniversary date October 21, 1957. She has been in this position since July 3, 1972 where she has served as a Supervisor, but she has been in the Claims Department all 15 years.

Olga Gerrish, Blue Shield Research Clerk, Membership Files, Records Department. Anniversary date November 12, 1957. She has served in her present position for over six years.

Betty Bruce, Supervisor, Subscribers Service. Anniversary date December 12, 1957. She has held her present position since July, 1968.

Bob Fetzer, Vice President-Operations, Florida Combined Insurance Agency. Anniversary date February 18, 1957. He has served in this position for nearly eight years.

Marie Coleman, Supervisor, Microfilm and Membership Files, Records Department, was unable to attend and will receive her pin at a later date. Anniversary date April 30, 1957. She has been a Supervisor for nearly four years.



Bruce Lynes

A total of 55 years of continuous service to Blue Cross and Blue Shield of Florida has been chalked up by Bruce Lynes, John Bradberry, and Howard Land, Jr.

A quarter of a century—that's how long Bruce Lynes has represented Blue Cross and Blue Shield to Floridians in the West Palm Beach area. January 28 was the 25th anniversary for Bruce who received a diamond service pin for his years of service.

In January, 1948 Bruce conducted business from his home along with his full-time secretary — his wife. This set-up existed for approximately 2½ years until the office was moved to Clemetis Street.

A couple of years later they moved into a two-office suite and then into a new building for about ten years at 140 Okeechobee Road. In March, 1972 the office became located at 2240 Palm Beach Lakes Boulevard occupying half of the second floor of a four-story building. The branch now serves more than a dozen of the smaller cities around West Palm Beach.



John Bradberry

John Bradberry's 15th anniversary occurred on February 3. He is a Sales Representative in the Tallahassee branch office where he went to work immediately following graduation from FSU.

His territory covers Leon, Jefferson, Madison, Taylor, and Lafayette counties.

John is a native of the Tallahassee area, attended Chipola Junior College for two years and graduated from Florida State University in 1958 with a degree in business. He and his wife, Yvonne, have two daughters, Sheila and Sharon. John is interested in football and baseball, but he admits his real love is the FSU Seminoles basketball team.

He received a service pin with a ruby inset commemorating his 15 years with Blue Cross and Blue Shield.



Howard Land, Jr.

Howard Land celebrated his 15 years on March 3 as a Service Representative in the Ft. Lauderdale office. He also received a 15-year pin with a ruby inset.

Howard was appointed a Hospital Relations Representative in 1958 and covered the area from Jacksonville to Pensacola (east to west), Thomasville, Valdosta, and Waycross, Georgia to Ocala (north to south). After serving in this capacity for almost two years, he transferred to Ft. Lauderdale as a Sales Representative on January 1, 1960. He served in this capacity for eleven years, and in October, 1971 began his assignment as Service Representative, working out of Ft. Lauderdale and West Palm Beach offices.

Mr. Land is a native of Georgia and attended North Georgia College and the University of Georgia for three years majoring in Business Administration. His wife's name is Bessie, and she is also a native of Georgia. Her father was one of the oldest practicing physicians (M.D.) in Georgia prior to his death. Their hobbies are traveling, flying, and various sports activities.



One Year Anniversaries



March, 1973

Blue Cross and Medicare A

Betty Scaff
William Howard
Mark Jones
James Gessells
Thomazine Walker
Leila Akins
Mary McNeal
Gladys Harper
Susanne Scoma
Bobbie Cole
Joan Pausche
Harvey Hardin
Stanley Hall
William Johns
Toni Falany
June A. Johns
Marlinda Presha
David Smith
Hazel Price
Robert Hawley
Jacob Conner
Susan S. Anderson
Gale Craig

Operations Support
Orlando
Jax. Representative
Internal Audit
Medicare A Approvals
Services BC
E.D.P.
Title XIX Hospital
Tallahassee
Direct Accounting
Bank Claims
Govt. Contract Support
Medicare Support
Methods
Medicare A Services
Tampa
Group Accounts
Key Punch
Underwriting
Provider Reimbursement
Building Management
Medicare A Services
Control and Transcribing

Blue Shield and Medicare B

Victoria Greene
Sylvia Simmons
Almeanor Glover
Roxey Giddens
Nancy Dawsey
Larry Payne
Marcel George
Barbara Clark
Janice Permenter
Amy Swan
Beverly Williams
Nancy Wolfe
Mirian Chambliss
Carolyn Spivey
Kristi Prevatt

Medicare B Claims
Medicare B Claims
Medicare B Claims
Data Recording
CHAMPUS
Medicare B Administration
Stock Room
Medicare B Typing
Medicare B Correspondence
CHAMPUS
Medicare B Claims
Medicare B Claims
Medicare B Verify
Medicare B Claims
Medicare B Services



Five Year Anniversaries



March, 1973

Blue Cross and Medicare A

Jimmie Houston
Alice Johns
Lelia McLeod

Building Management
House Counsel
Bank Claims

Blue Shield and Medicare B

Lillian Bronner
Marie Caruso
Charles Rush

Claims Review
Federal Claims
Physician Relations

For The Record: Robert Taylor Likes To Sing

Let's put it on the record that Robert Taylor likes to sing. And that is exactly what he did recently when he visited a Jacksonville studio to record some country and western songs.

Bob not only likes to sing, but he likes to play guitar as well, and piano, and organ. He has even composed some of the country and western music he has recorded.

He was fortunate to secure backup music from two nationally known guitarists one of whom backed Sammy Davis for several years.

While Bob enjoys his music in his spare time, during working hours he is a Group Specialist in the Jacksonville Sales Office located in the Northern Regional Office Building. He has been serving groups in the Jacksonville area for the past four years.

"I've been singing and playing guitar for 10 years," said Bob, "and had my own band in Texas for three years where I served in the Army and attended college before moving to Jacksonville." He has attended night school at Jacksonville University and Jones College for the past six years and will receive his degree this coming March.

Not only does Bob hope to "make it big" with his latest recording but so does his new bride as of January 18, the former Annette Barney, who was a Blue Cross and Blue Shield employee in 1970 and 1971 in the Florida Combined Insurance Agency.



Bob Taylor records at Norm Vincent Studios in Jacksonville with two of the three musicians who backed him up.

PERSONNEL...ITIES

\$965.00 AWARDED THROUGH SUGGESTION AWARD PROGRAM

Sharon Howard, pictured on the cover, was the recipient of a Suggestion Award check of \$842.00, the fourth largest check ever presented to an employee. Margie Cook also was a big winner with a \$93.00 award, and three \$10.00 checks were presented to Thelma Johnson, Connie Levitt, and Wanda Martin.

Sharon has been a Section Leader since December 17 of the Federal Supplemental Department, and has been an employee for five years with the exception of a six-month maternity leave. She has a daughter, Sandi, 18 months old.

Sharon's suggestion concerned the elimination of transferring information from a claim to a coding sheet. Since a great deal of information about a patient is indicated on the claim form, she suggested that the information could be picked up by Key Punch from the claim form. Her idea resulted in the elimination of work performed by two clerks who have since been reassigned to new job responsibilities.

The annual savings were estimated at \$8,424.00, and Sharon's check was for 10% of this amount, or \$842.00.

Margie Cook, Secretary to Frazier Sinclair, Mail Room, has won a suggestion award check in the amount of \$93.00 for her suggestion concerning the printed information on non-profit application forms.

An in-depth study indicated there are 10,000 of these forms used each month, or 120,000 per year. Based on the estimated annual savings to Blue Cross and Blue Shield of \$930.00, Margie received 10%, or \$93.00 for her idea.

A \$10.00 suggestion award check was presented to Thelma Johnson, Special Accounts Coordinator for Blue Cross, whose suggestion concerned combining queries which are sent to Florida hospitals.

Connie Levitt, Secretary in the Government Programs Department, received a \$10.00 award for her idea concerning a form to aid in the ordering of CHAMPUS claims.

Wanda Martin, Secretary to Thomas M. Irwin, M.D., Medical Director, received a \$10.00 suggestion check for her idea to prepare inter-office memos with Medicare masthead in half sheet form as they are for Blue Cross and Blue Shield.



Margie Cook receives a \$93.00 suggestion award check from William R. Skelley, Vice President-Corporate Staff and Planning. Margie's Supervisor, Frazier Sinclair, is shown at right.

SCHUMACHER PROMOTED TO EMPLOYMENT MANAGER



Bob Schumacher

The promotion of Robert E. Schumacher to Employment Manager has been announced by Personnel Director W. T. Gibson, effective February 5. He succeeds Bob Flowers who recently left the company.

Bob has been an employee for three years in the EDP Department and was Assistant Manager to Barrow Carter prior to his promotion. He holds a BA degree from the University of Miami and served in the Marine Corps.

Bob and his wife, Ingrid, have a nine-year-old daughter, Daphne, and his hobbies include golf and backgammon.

NEW PAYROLL SUPERVISOR IS MICHELLE ROBINSON



Michelle Robinson

The promotion of Michelle Robinson from Payroll Clerk to Supervisor of the Payroll Department has been announced by Personnel Director W. T. Gibson, effective February 26.

Michelle has been an employee for over 2½ years and has worked in the Payroll Department since April, 1971. Prior to that she was employed in the Quality Control Department.

She was graduated from Robert E. Lee High School in 1970 and is married to Harrell, a former employee. They have a daughter, Christie, 3 years old. Michelle's hobbies include sewing and fishing.

EDP PROMOTIONS ANNOUNCED



Jim Holloway

Ray Pack, Manager of Systems and Programming, has announced five promotions in his department.

Jim Holloway is the new Assistant Manager of Blue Cross and Blue Shield Support; Bill Ritter is the new Assistant Manager of Advanced Systems; Garrett Cannon has been promoted to senior Systems Analyst in the Blue

Cross and Blue Shield Support area; Lucy White and Bonnie Bemby are now Systems Analysts.

Jim Holloway's promotion to Assistant Manager follows closely on the heels of his promotion to Senior Systems Analyst last October. Jim has a great deal of experience in this field, having come to Florida Blue Cross and Blue Shield as a Systems Analyst in 1969 from Baton Rouge, Louisiana where he was employed as a Systems Analyst with the Louisiana Plans.

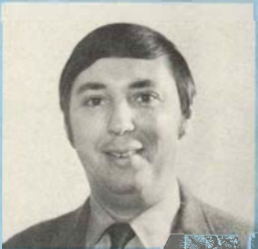


Bill Ritter

Bill Ritter's promotion to Assistant Manager follows his promotion last June to a Senior Systems Analyst. Bill, too, has a great deal of experience in this field. He joined Florida Blue Cross and Blue Shield in April, 1970 in the Advanced Systems Department following his move to Jacksonville from the North Dakota Plans. He was with Blue

Cross and Blue Shield there from 1967-69 when he designed and installed a statewide shared hospital accounting and automated claims processing system.

Garrett Cannon's promotion to Senior Systems Analyst comes after 2½ years of service with Blue Cross and Blue Shield. He was hired in June, 1970 as a Systems Analyst in Medicare B and transferred to the Blue Cross and Blue Shield Support Area in March, 1972.



Garrett Cannon

He is a native of Birmingham, Alabama where he graduated with a BS degree in Business Administration from the University of Alabama. Prior to joining Blue Cross and Blue Shield he worked for the Alabama Gas Corporation in Birmingham as a Programmer/Analyst.

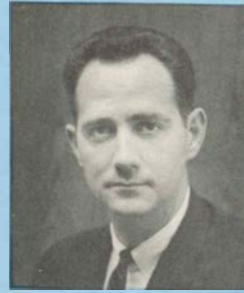
Lucy White's promotion to a Systems Analyst was effective March 6. She was hired as a Programmer in the Medicare B area in March, 1969.

Bonnie Bemby has been promoted to a Systems Analyst also, effective March 12. She joined Blue Cross and Blue Shield as a Programmer Analyst in the Government Systems area in October, 1969.

How's That Again?

When all the animals in the zoo came down with a type of flu, the zookeeper placed medication in the ventilating systems to circulate it among the cages. The animals quickly recovered. The treatment is now known as MEDICAL AIR FOR THE CAGED.

BOB BATIE NAMED DIRECTOR IN ADMINISTRATIVE MANAGEMENT SOCIETY



Bob Batie

Bob Batie Manager of the Methods Department, was recently named to the post of Functional Director of Systems and Information Management for the Administrative Management Society.

His new responsibilities will include work on national level in systems information sharing and promotion of scientific Administrative Management.

Bob has been an employee of Blue Cross and Blue Shield since January 30, 1967 and has been Manager of the Methods Department since its creation in 1969. He served as president of the Jacksonville Chapter of AMS 1969-70, and is currently on the Board of Directors.

SUBSCRIBERS SERVICE DCT EMPLOYEE WINS SPELLING COMPETITION



Vickie Burke proudly displays her trophy as spelling champion of Robert E. Lee Senior High School.

If there is any question about the spelling of a particular word, there is an "expert" who works in Subscribers Service-Group Department.

She's Vickie Burke, a DCT student from Robert E. Lee Senior High School, who was the winner of the spelling contest held February 10 at Terry Parker High School.

Vickie is a member of the Future Business Leaders of America, an organization which held its District IV meeting and contest at Terry Parker with 170 contestants competing from Duval and Clay counties. Her school was also honored as the "most outstanding chapter of the year" because of the activities and projects carried on by its FBLA club.

Vickie has been an employee for approximately ten months part-time and is a member of Gladys Westmoreland's Billing Department, Subscribers Service-Group.

MEDICARE B OUTSTANDING CORRESPONDENCE CLERKS



Larry Payne, Medicare B Special Assistant of Correspondence, has named Donna Ellis, left, as the "Clerk of the Month" and Virginia Radspinner as "Most Improved Clerk of the Month" for January.

MEDICARE A PROMOTIONS ANNOUNCED



Linda Thigpen

Two supervisory level promotions and a new Section Leader promotion have been announced by Clara Rose, Manager of Medicare A.

Linda Thigpen is the new Supervisor of the Medicare A Approvals Department, effective February 23. She has been an employee for 5½ years and succeeds Jeanne Helton, Supervisor

of Approvals since November, 1971.

Linda originally worked in the Services Department before her transfer to Approvals in February, 1968. She has been Section Leader in that department since November, 1971 until taking a maternity leave when her son, Chris, was born seven months ago.



Rosemarie Smolenski

The second promotion announced was Rosemarie Smolenski who became the new Supervisor of the Medical Review Department on February 19. She succeeds Mildred Anderson who was recently transferred as a Supervisor to the Medical Affairs Division.

Rosemarie is an R.N. who graduated from Grand Rapids Junior College in Grand Rapids, Michigan, and Butterworth Hospital School of Nursing in Grand Rapids. She and her husband, Phillip, have one son.

Glenetta Gray was promoted to Section Leader to fill a new position in Medicare A Correspondence, effective February 16. She formerly worked the Inpatient General Correspondence desk and has been an employee in Medicare A for the past three years. When originally hired, Glenetta was a Batch Control Clerk in Medicare A Services. She transferred to the Correspondence Department in October, 1971. She and her husband, Kenneth, have one son, Kenneth, Jr.

NORA FUGITT PROMOTED TO SUPERVISOR



Nora Fugitt

The promotion of Nora Fugitt to Supervisor of Control and Transcribing in the Medical Division has been announced by Medical Director, Thomas M. Irwin, M.D., effective February 5.

Nora has been an employee for 5½ years in the Medicare Department and was secretary to John Randle, Medicare B Special Assistant, prior to her promotion.

Dr. Irwin also announced Mildred "Burkie" Anderson as the Supervisor of Medicare Part A Review in the Medical Division. Burkie has been an employee for five years and was transferred to the Medical Division from the Medicare A Medical Review Department. She is an R.N. and received her training at Philadelphia General Hospital in Philadelphia. She will supervise the newly formed department including nine girls, four of which are nurses.

BILL LONG PROMOTED TO MEDICARE B ASSISTANT MANAGER



Bill Long

The promotion of Bill Long to Assistant Manager has been announced by Medicare B Manager Roger McDonell.

Bill will devote his time to and assume control of all administrative and personnel functions of the vast Medicare B complex. He majored in Personnel Administration and received a Bachelor's Degree in Personnel.

Bill fills the vacancy left when Mike Cascone was promoted to Manager of the Medical Review Division last November.

Succeeding Bill as a Special Assistant is John Randle who transferred from the fifth floor to the seventh floor to handle special claims. As announced in last month's PROFILE, Joyce Bowman was promoted to Special Assistant to replace John Randle.

Bill joined the Medicare B Department when he was hired in January, 1970 and has spent all of his time working in Medicare.

SECTION LEADER PROMOTIONS

Linda Robinson was promoted to Section Leader of Medicare B Data Recording Pooling area, effective December 11. She has worked in the Pooling area since she first joined the company in April, 1967. Linda is located on the ninth floor of the Universal Marion Building.

Pat Fitzpatrick was promoted to Section Leader on January 15 in Subscribers Service-Group, supervised by Beverly Allen. This is a new position to complement Mary Petty who is also a Section Leader in Beverly's department. Pat has been an employee with Blue Cross and Blue Shield for 3½ years.

Promoted to Section Leader on February 1 is Josephine Walker. She is also in Beverly Allen's department and is Section Leader in Subscribers Service-Group. Josephine has been an employee for six years.

Dee Rhodes' promotion to Section Leader occurred on February 15. She is in Subscribers Service-Group and is a member of Arlinda Vines' department. Dee has been an employee for nearly 3½ years.

FRANK FOLMAR PROMOTED TO ASSISTANT MANAGER



Frank Folmar

The promotion of Frank Folmar to Assistant Manager, Systems Development, has been announced by Jack Taylor, Manager, effective March 1.

Frank will handle the systems developed by Florida as our part of the Consortium. He has been an employee with Blue Cross and Blue Shield for four years and was previously a Systems Analyst prior to his promotion. He succeeds Tom Powers who has returned to Systems and Programming as Assistant Manager to Ray Pack.

Frank is a 1968 graduate of the University of South Alabama in Mobile and has a BA degree. He and his wife Suzanne, have one son.



Brenda Sauls was married to Glen Smith at the Brentwood Baptist Church on January 20.

A Section Leader in the Graphics Department, Brenda has been an employee for four years and produces some of the very professional looking drawings and forms turned out in her department.

Mary Barrett, a former employee in Federal Blue Cross, flew in from New Orleans to be a bridesmaid.



The marriage of Rosy Luna to John William Dryden took place in the Hyde Park Baptist Church on November 25.

Rosy is secretary to Cost Report Review Manager, George Elston, Provider Reimbursement Department, and has been an employee since August, 1968.

Rosy's sister, Elizabeth Luna, a former employee of Blue Cross and Blue Shield, was maid of honor, and Melanie Moye, a member of Rosy's department, served as bridesmaid.

KENNY PLAYS "SUBSTITUTE" MOTHER!



Employees in the Subscribers Service-Direct Department planned a baby shower for Bonnie Godbold on March 2, supposedly her last day before beginning maternity leave. However, eight-pound Bonnie Denise did not wait and was born on February 25.

Not to be deterred, the department went ahead with the shower and Bonnie's husband, Kenny, substituted for her!

A Correspondence Clerk, Bonnie plans to return to work on April 9. Kenny is employed as a Mail Distribution Clerk on the ninth and tenth floors of the Riverside Building.

"DOING THE JOB THAT SOLDIERS DO"

Imagine the life of a soldier boy,
Whose heart is broken like a toy.
Who needs the help of one and all,
To magnify his world so small.
He needs the love of you and me,
To set and reach his destiny.
He needs some letters, notes, and mail,
From parents, friends, and loyal pal.
He needs some courage, hope, and trust,
That which he gets from most of us.
He needs to know that God is near,
To strengthen him in time of fear.
He needs to know someone will wait,
And greet him at the "Home Town" gate,
When he has served his time at war,
And sent back home to leave no more.
When the day comes to go home,
He leaves his duties without groan.
For years, it seems, he's sailed the sea,
From Viet Nam to Germany.
The welcome cheers will ring out loud,
Despite the bustle of the crowd.
"He's home to stay", will be the call,
Heard by loved ones, friends, and all.
If you know someone who is there,
Think of him in daily prayer.
Picture the stress you'd feel, too,
Doing the job that soldiers do!

(Submitted by Terry Palmes, Ft. Lauderdale Branch Office)

JOHN WYMER WINS HIGHEST HONOR OF THE FLORIDA HOSPITAL INDUSTRY



John F. Wymer, Jr., right, receives the 1972 Award of Merit from Donald Welch, President of the Florida Hospital Association and Administrator of Florida Hospital, Orlando.

John F. Wymer, Jr., Administrator of Good Samaritan Hospital, West Palm Beach, received the highest honor of the Florida hospital industry November 27 as 1972 award of merit winner at the 45th annual meeting of the Florida Hospital Association at the Diplomat Hotel, Hollywood.

Mr. Wymer completed twenty-five years as the Good Samaritan Hospital Administrator on Friday, November 17. He has been President of the Florida Hospital Association, the Southeastern Hospital Conference, and founding President of the Palm Beach County Administrator's Council. He is currently Vice Chairman of the Board of Directors of Blue Cross of Florida, Inc.

He has served as a member of this Board 23 years, as of February 21.

Complementary Coverage

Benefit Change in Senior Citizen Coverage At No Increase In Rates

There have been some changes in the U. S. Government's Medicare Program which became effective January 1, 1973. These changes have affected the Complementary Coverage program also.

As announced by the U. S. Department of Health, Education and Welfare, the changes in Medicare Part A effective January 1 made persons enrolled under Medicare responsible for the first \$72.00 of their hospital bills instead of the former deductible of \$68.00. In addition, for extended periods of hospitalization, charges to the individual which Medicare Part A does not pay also were increased.

Approximately 210,000 Floridians, age 65 and over, enrolled in the Blue Cross Complementary Coverage program which complements Medicare will now have their Blue Cross coverage expanded to absorb the higher Medicare Part A deductible and co-insurance payment for hospital care at no increase in rates.

The Medicare Part B deductible also was increased by the U. S. Government from \$50.00 to \$60.00 effective January 1, 1973. The Complementary Coverage contract will not pay this additional \$10.00. This means that the subscriber must pay the first \$60.00 of his doctor bills in any calendar year before he can receive Medicare Part B payment for services. This same \$60.00 deductible will not be paid by the Complementary Coverage Program. Thus, when the subscriber has satisfied the Medicare Part B deductible, he also becomes eligible for Complementary Coverage payment toward his doctor bills.

Announcements of these new benefits at no increase in rates have been mailed from Blue Cross and Blue Shield in Jacksonville to all Complementary Coverage subscribers.

When you've got a simple thing like the Pap test,

it's criminal that any woman should run the risk of undetected cancer of the uterus.



The Pap test is a simple little internal checkup that takes your doctor practically no time at all.

It can detect cancer of the uterus—one of the most common cancers in women—in time to do something about it.

Imagine, that's all it takes: a simple Pap test once a year. Isn't it incredible that some women just don't get around to it?

Look, right now, while you're thinking of it, why not call your doctor and make an appointment for a Pap test?

Don't be afraid.

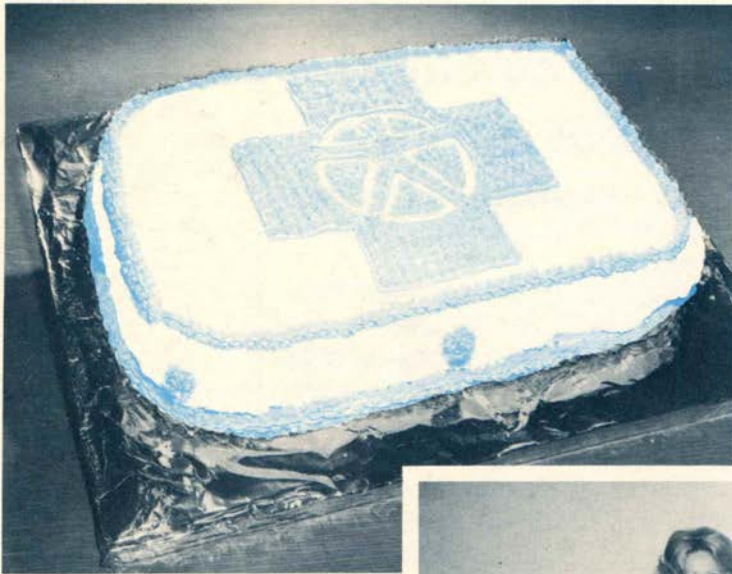
It's what you don't know that can hurt you.

AMERICAN
CANCER
SOCIETY

THIS SPACE CONTRIBUTED BY THE PUBLISHER



Deborah Moody, left, and Mary Fuller, Subscribers Service Department, discuss one of the many posters on display on February 27 commemorating the announcement of the new Blue Cross symbol. Each poster included a message from our President, J. W. Herbert, introducing the new symbol.



This beautifully decorated cake was baked by Nancy Tudor, wife of Public Relations Department's Chuck Tudor, in recognition of the Blue Cross symbol change on February 27.

Iced in white with blue trim, the cake is being cut by Public Relations Manager David Mancini, surrounded, from left, by Elise Smith, Alice Johns, Veronica Wright, and Rita Adkins.

