

# Profile

*In this Issue:*

*New Accounts Payable System  
To Wear Or Not To Wear  
Mail Operations Moves*

of BLUE CROSS & BLUE SHIELD of FLORIDA

August, 1973



# Profile

Vol. 6, No. 2

August, 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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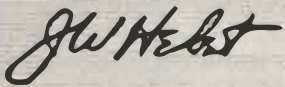
Blue Cross Association  
National Association of Blue Shield Plans

## About The Cover...



Cover photo shows Accounting Department personnel examining first output from the new Consortium developed for Accounts Payable system.

From left are Annie Pitts, Data Clerk (seated); Anise Steed, Finance Division Office Manager; Dave Nagy, Methods Analyst; Gene Parr, Controller, and Sheree Hullander, Accounting Clerk.

 <b>Blue Cross</b> of Florida P.O. Box 1796 - Jacksonville, Fla 32201 TO THE FLORIDA NATIONAL BANK - JACKSONVILLE, FLORIDA	No.: M 1706 <sup>63-5</sup> 630 00001706
	CHECK DATE 07/23/73
PAY THE SUM OF: <b>BLUE CROSS BLUE SHIELD</b> <b>1455 AND 00 CTS</b>	CHECK AMOUNT \$*****1,455.00
TO THE ORDER OF: <div style="border: 1px solid black; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">SAMPLE</div>	BLUE CROSS OF FLORIDA, INC. REGULAR ACCOUNT  
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C-3 12-72

# New Accounts Payable System Begins Operation In July

On Monday morning, July 2, the IBM 2740 terminal in the ninth floor Accounting Department began clattering and within seconds produced the first checks from a new Accounts Payable system. To those unfamiliar with the project which produced these checks, there is little physical difference between these checks and the thousands of checks previously issued. In actual practice what took seconds to produce on the computer was literally years in the making. The purpose of the article is to relate to Blue Cross and Blue Shield employees the importance of July 2, 1973.

In early 1970, four Blue Cross and Blue Shield Plans (Michigan, Illinois, Florida, Texas — MIFT) signed an agreement which created the MIFT Consortium. These Plans were joined a year later by Michigan Blue Cross. The purpose of the MIFT Consortium is to provide an appropriate environment in which adequate systems for conducting the business of the member Plans may be developed and implemented. Under the agreement Florida was to develop a Management Information System, with the Finance area receiving primary attention. Since that time efforts have been underway to deliver a system that meets the requirements outlined in the Consortium agreement.

With Senior Managements approval, work began in earnest in January, 1972, when the public accounting firm of Lybrand, Ross Bros. & Montgomery was selected to prepare a conceptual design for a new Finance System. In May, 1972, after evaluating the capabilities of several potential contractors, the firm of Peat, Marwick, Mitchell & Co. was selected to develop the Detail Design and subsequent programming phases of the project. Since May, 1972, a joint team of Blue Cross and Peat, Marwick, Mitchell & Co. personnel worked to design, program and implement Segment I of the Finance Module. Beginning with the Accounts Payable System on July 2, and continuing with the Budget, Expense Allocation, Allocation Factors, and Journal Entries by the end of July, the Finance Module was a reality.

The Finance Project, in addition to being the first tangible systems product from the Consortium, intro-

duces a number of new concepts to the corporation which will have long range influence on other projects. These concepts are:

1. **Corporate Team Approach** — Data Processing Analysts and Programmers, User Department Representatives, Methods Analysts, Internal Audit and Planning personnel working with outside consultants.
2. **Utilization of Information Management System (IMS) Software** — adopted to insure compatibility with Michigan Blue Shield's Medical Claims Module.
3. **Utilization of terminals linked to remote computers to facilitate testing and debugging.**
4. **Corporate Coordination** — Use of a Corporate Consortium Task Force to insure the various elements were tied together.

In addition to being designed to take advantage of the latest innovation in equipment and software (IMS), the system was predicated on making the user more independent in preparing his inputs, controlling his outputs, and making him responsible for maintaining his tables and files required for computer processing. An additional consideration was the need for providing some flexibility in the manner in which data are retrieved from the system.

For the past several months, members of the EDP Systems Department with maintenance responsibility have been learning the system in order to maintain it once the responsibility has been transferred from the development team. Even now, however, the development team is gearing up for the next part of the project which will extend the current system into the Cost Reporting, Allocation and Service Costs, and Financial Management and Performance Reporting areas. This system (Segment II) is designed to strengthen our overall Corporate operation by providing management with reliable, timely and meaningful information.

The schedule for implementing Segment II is July, 1974, and if past and present performance is any indicaton, the scheduled date will be met.

## "Food and Fitness" Booklet Requests Top 20,000

The "Food & Fitness" booklet recently offered free of charge as a part of our continuing health education program to subscribers, beneficiaries, groups, employees, and the public has been requested in unprecedented numbers. Since the offering three months ago, more than 20,000 requests have poured into the Public Relations Department from interested persons who are concerned about their health in terms of eating and exercise habits.

Reprinted here is one of the many letters received from a subscriber: "I would appreciate very much if you would send me a copy of the booklet. I would like to compliment you for offering this to your subscribers and agree that everyone can benefit from this type of information. Your new Blue Cross emblem which you are now using [since February] is definitely more meaningful, and I congratulate you for making this improvement."



Marie Brown, Public Relations Department secretary, filled requests for more than 20,000 "Food & Fitness" booklets.

## YOUR BENEFITS BOX SCORE

Do you remember the person's name whom you have designated as the beneficiary on your Group Life Insurance policy? According to the Personnel Department, employees often forget to change names when their status changes, such as marriage or divorce.

There have been cases where a person neglected to change the beneficiary upon remarriage and the first spouse is still listed as beneficiary. This would be binding in case of the employee's death.

If you have any doubt as to your beneficiary on your Group Life Insurance, contact Barbara Lanier, Employee Benefits Coordinator, in the Personnel Department and she will help you straighten this out.

Employees to Increase by 175

## Medicare Coverage Extended To The Disabled

As of July 1, two new groups of people became eligible for Medicare coverage by virtue of a health condition rather than by age, representing an estimated 1.7 million persons in the United States. Congress voted last year to make sweeping changes in the Medicare system in an historic package of Social Security, Medicare and other amendments — primarily aimed at our elderly population but in some cases reaching younger Americans as well.

Those added to Medicare through enactment of Public Law 92-603 (formerly H.R. 1 amending the Social Security and Railroad Retirement Laws) include 1,500,000 disabled individuals (65,000 in Florida) under age 65 who have received (or been entitled to receive) disability payments through Social Security or Railroad Retirements for 24 months, and patients on kidney dialysis for two months. There are some 13,000 Americans who are suffering from chronic kidney disease which requires them to undergo kidney dialysis or a kidney transplant.

Medicare Part B Manager Roger McDonell estimates an additional 145 new employees will be hired to handle the volume of work expected under these new provisions. Clara Rose, Manager of Medicare Part A, plans to add 27 employees to her present department. Subscribers Service reports there have been over 3,500 inquiries from subscribers in Florida as of mid-July concerning the new benefits.

The new federal legislation further defines these new eligibles as being under age 65 and having gained entitlement to Medicare through their own employment or as a dependent of a "fully insured" or "currently insured" person.

The Medicare benefits and the corresponding deductibles and co-insurance provisions are exactly the same for the new eligibles as they are for persons over age 65.

Medicare recipients are currently required to pay a \$72.00 deductible out of pocket before Medicare starts picking up eligible hospital expenses. The Social Security Administration also currently requires Medicare recipients to pay \$18.00 per day toward a hospital stay of more than 60 days — from the 61st through the 90th day of confinement. The Blue Cross Complementary Coverage contract, offered only to over 65 Medicare recipients, pays these deductibles and co-payments, and companion Blue Shield coverage helps pay for eligible physicians' services after the annual Medicare Part B deductible (\$60.00) has been satisfied.

The Medicare coverage for these new recipients is uniquely different from that provided beneficiaries over age 65 in that the new eligibles can lose Medicare eligibility by losing their disability classification. This occurs when the disabled or blind person becomes gainfully employed or, in the case of the dialysis patient, one year after a successful kidney transplant or dialysis terminates.

Another provision unique to this entitlement will make it possible for these new beneficiaries to regain their Medicare coverage without satisfying another 24-month waiting period if the disability recurs within 60 months of the date the beneficiary loses his entitlement to Medicare.

# service awards

## 20 Years

### Rubye Diaz



August 20 marked the 20th anniversary for Rubye Diaz, a Claims Examiner in the Medicare A Inpatient Billing section.

Rubye began her career with Blue Cross and Blue Shield in the Records Department under Mattie Godwin as a file clerk. In 1960 she went to Subscribers Service as a Billing Clerk under Cecil Rivers and then became a

Correspondence Clerk. In 1965 she transferred to Complementary Coverage under Jim Cole as a Correspondence Clerk. When Medicare was born in July, 1966 she worked with Supervisor Verna Booth and became a Billing Clerk in 1968.

Rubye is married to Richard, and they have one daughter, Mary Ann Newton. They have a house on Lake Swan and spend weekends there, fishing, swimming and sailing.

### Arnold Semanik



Arnold Semanik marked his 20th year with Blue Cross and Blue Shield on August 20.

His name is familiar to many groups as he has served as a Representative for Blue Cross and Blue Shield since he was hired in 1953. He is currently a Service Representative specializing in groups of 15 to 24 persons, and is located in the North-

ern Regional Office in Jacksonville reporting to Branch Managers Jim Dean and Ed Brown.

He graduated from Citadel, Charleston, South Carolina in 1949 earning a BS degree in Commerce. He served as an Air Force pilot for five years before coming to work for Blue Cross and Blue Shield. He and his wife, Flora, have one son, Sandy.

## 15 Years

### Jo Ann Verlanic



Jo Ann Verlanic, Manager of the Cashiers Department, celebrated 15 years with Blue Cross and Blue Shield on August 18.

She has been employed in the Cashiers Department since she was hired and became Assistant Manager in November, 1969 when she replaced Ron Fisher who was transferred to Miami as a Hospital Relations Representative.

She was promoted to Manager when the late Jack Baker retired on July 1, 1971. Her department is currently located on the fifth floor of the Main Building.

Jo Ann and her husband, Bob, have two daughters, Lou Anne, 15, who lives with them and Janet (Mrs. Rankin) who lives in San Antonio. They have a six-month old grandson, Bryan, who is the apple of their eye.

### Frances Tiffany



August 5 marked Frances Tiffany's 15th anniversary with the Plans in Subscribers Service-Direct. She is currently a dictator (letters to direct pay subscribers only) and is also learning how to operate the Redactron machines.

Her supervisor is Euline Bennett and her department is now located on the third floor of the new South Building. Frances has handled contracts, worked the transfer-in and transfer-out desk, been a researcher, and has been a dictator since 1965.

She's a native of Spokane, Washington where she lived before moving to Florida in 1954. She's an avid sports fan and enjoys spectator sports on TV, especially baseball. She lives with her "very spry 88-year-old father" who shares her enthusiasm for sports.

It was a "gem" of a presentation on August 6 when President J. W. Herbert presented service pins to three employees eligible for 15 and 20 year awards. From left, Jo Ann Verlanic and Frances Tiffany got ruby pins for 15 years service, Rubye Diaz got a sapphire pin and wall barometer for 20 years. Also attending were, from left, Gene Parr, Jim Gibbons and Dick Meyers.



# 10 Years

Six Blue Cross and Blue Shield employees are celebrating a decade of service during the month of August.

**Geraldine Sykes** began working as a maid on August 12, 1963. She is now a Section Leader over all the maids in the Building Maintenance Department and reports to Derald Smart.

Gerry has been working on the tenth floor since the ten-story building was completed in April, 1968. She has three children and twelve grandchildren which certainly keep her busy after working hours. Her 26-year-old son, Charles, is working on his Master's degree in music at Indiana University.

**Romie Martin**, Supervisor in the Subscribers Service Direct Pay Department, celebrated her tenth anniversary on August 12. She received her Section Leader promotion in June, 1966 and was promoted to Supervisor a year later. She's worked in Subscribers Service-Direct since she was hired.

Romie is quite a bowling enthusiast, having participated in the Blue Cross and Blue Shield Women's League since 1966. She has won several first place and individual trophies. She also enjoys sewing and makes most of her clothes.

A native of Connecticut, she lived in the New England states and New York during her childhood. Her father was a lighthouse keeper with the Coast Guard, and, consequently, she lived on a few shore lighthouses as a youngster.

Her husband, Bill, is retired from the Navy. They liked Jacksonville so much after spending two tours of duty here that they returned in 1963 after his retirement to settle down. Romie and Bill have a daughter, Sandi, and a son, Billy, plus three grandchildren.

**William (Billy) Benton** has been here ten years on August 19. He has been Supervisor of the Stockroom for the past five years and head of the Medicare Stockroom at the Universal Marion Building for the past year and a half.

He attended Florida A & M for a year and has taken several business courses at Florida Junior College using the company's Tuition Refund Program. He and his wife, Hattie, have four children. His mother, Mary Ann Benton, is a Supervisor in the Data Recording Department also at the Universal Marion Building.

**Bob Hulsey**, Sales Training Coordinator, will celebrate his tenth anniversary on August 26th. He was a Sales Representative in Miami before moving to Jacksonville to assume his present position in January, 1970.

He went to Oklahoma State University and has 130 hours of night school at Jones College which he's been attending since moving to Jacksonville. He spent two years in the Army, is married to Carolyn, and they have two boys.

Since moving to Jacksonville, Bob has served as President of the former Five Year Club and served for several weeks as "loaned executive" for the United Fund of Jacksonville.

**Roger Maloly** will be with the Plans ten years on August 26. He is a Group Sales Representative working out of the Coral Gables office where he has been located since he came to work for Blue Cross and Blue Shield. Roger spent a year and a half in the United States Navy, is married to Joan, and they have two children.

# 5 Years

## Blue Cross and Medicare A

Dennis Peters	EDP
Dennis Dotterer	EDP
Ann Lundy	Subscribers Service
Marian Holleman	Bank Claims
Paul Shupe	Office Services
Arlinda Vines	Subscribers Service
Linda Chavis	Daytona Beach
Rita Singer	Subscribers Service
Blanca Dryden	Provider Reimbursement

## Blue Shield and Medicare B

Jean Ratteree	Med. B Claims
Linda Scott	CHAMPUS

# 1 Year

## Blue Cross and Medicare A

Wanda Tilly	Med. A Services
Lee Van Valkenburg	Legal House Council
Mary Forbes	Quality Control
Donald Frey	EDP
Bjarne Nielsen	Methods
Lois Troutman	Service Area
Margaret Watkins	Major Medical
Robert Allen	Med. A Support
Patricia Douglas	Bank Claims
Jesse Grover	Personnel
Lynda Wilson	Gainesville
Charlesetta Hillard	Cashiers
Morris Jones	Mail Operations
Cheyrl Klin	Special Claims
Mary Shipes	Telephone Pool
Samuel Graham	Utilization Review
Flora Burris	Disbursement
Margaret Childress	Medicare Cashiering
Donald Boyle	Review Blue Cross
Richard Wisor	Key Punch General
Suman Makker	Provider Reimbursement
Katherine Smith	Cashiers
Rafael Perea	Coral Gables
Elizabeth Solo	Tampa
Barbara Johnson	Files
Norma Collins	Bank Claims
Kathy Ellefson	Key Punch
Mary Roberts	Credit Union
Eunice Turner	Switchboard

## Blue Shield and Medicare B

Dorothy Hoppe	Claims Approval
Sharon Jones	Med. B Microfilm
Karen Huffer	CHAMPUS
Annette Marshall	CHAMPUS
Marilyn Barrington	Med. B Correspondence
Paul Archer Jr.	Med. B Edit
Janita Childress	Med. B Correspondence
William West	Med. B Administration
Sharon Durrett	Med. B Claims

Another "snowbird" who came South is **Ivena Snow** whose tenth anniversary will occur on August 26. She began working for Blue Cross and Blue Shield in the Orlando branch as a receptionist, transferred into Group Sales in 1964 and then transferred to the Hospital Relations and Physician Relations Department as Secretary, including Medicare and CHAMPUS in 1966. She is now Secretary to Glenn Utt, Utilization Review Department, Jack Bailey, Physician Relations Department, and Ron Fisher, Hospital Relations Department.

Ivena and her husband, Oliver, are natives of Maine. A military family, they transferred to Orlando from Japan two years before she joined Blue Cross and Blue Shield. Oliver is now retired, and they have two children, Stephanie, 22. Ronald, 26. Ivena's hobbies includes sewing and reading, and she enjoys her membership at the East Orlando Methodist Church.

# Provider Reimbursement Sponsors 3-Day Seminar in Jacksonville



*The two gentlemen in the foreground are Frank Nix, left, and John Coan from the Blue Cross of Chicago Plan. They, along with Steve Barnabee, conducted the three-day meeting in Jacksonville for the Provider Reimbursement Department.*

The Provider Reimbursement Department sponsored a seminar July 11-13 at the Riverside Building which was attended by representatives from their department, Hospital Relations, Utilization Review, EDP, Public Relations, and Medicare Part B.

The series of lectures was conducted by the Blue Cross of Chicago Plan. This is the first of a series of seminars scheduled by the Provider Reimbursement Department.

The Provider Reimbursement Department which is primarily concerned with Medicare Part A, is located on the 16th floor of the Universal Marion Building. Branch Audit offices are located in Coral Gables, Orlando, St. Petersburg, Jacksonville and San Juan, Puerto Rico.

Topics discussed at the seminars included Interim Payments, New Cost Reporting Forms, Provider-Based Physicians, Case Studies, the new Medicare HR-1 law, Home Health Agency visits, and Covered Services and Benefits.



*It's in but maybe you shouldn't be in it.*

As part of its editorial policy, PROFILE has published articles suggested by employees from time to time. Most recently, several employees as well as Personnel Director W. T. Gibson have expressed an interest in seeing our Dress Code reprinted in PROFILE.

The dizzy mood of fashion continues on a topsy-turvy course. Definitely casualness has become our lifestyle. A mix 'n match world of kaleidoscopic tastes . . . exotic, shocking one day; routine, passe the next.

Yet less than half a decade ago style was simple, selective and predetermined. Wardrobes were categorized; daytime wear, evening wear and sportswear. One didn't interchange. Nowadays anything goes anywhere. The hostess gown is equally acceptable in the supermarket or at a soiree.

Perhaps it is the beleaguered employer who has born the brunt of the fashion holocaust. Once his workers adhered to a specific dress code in almost downstyle loyalty.

Then overnight the mods flooded his premises . . . mini-midi-maxis, pantsuits, flairs, boots. Despite raised eyebrows these no-no looks wrote a new chapter in dress code text and the employer found himself trapped between hemline wars.

Like every other employer, Blue Cross and Blue Shield of Florida want their employees to have individual freedom of expression in grooming and dress. They only ask that it be done with dignity and taste in an adult manner consistent, acceptable and appropriate to the business community.

Granted, the overwhelming variety of styles to choose from downright staggers the imagination. Should you be confused by what is appropriate office wear, PROFILE is reprinting our Dress Code:

#### **Dress For Male Employees**

1. Shirts and ties are to be worn unless the manager has given specific approval for other types of clothing.
2. Hair styles should be moderate with no extremes.
3. Moustaches are acceptable if kept neat and trim.
4. Beards are to be discouraged. If a beard is worn, it should be clean and neatly trimmed.
5. Sideburns should be reasonable length and generally should not exceed an inch or so beyond the lobe of the ear.

#### **Dress For Female Employees**

1. Dress length should not be extreme. Neither maxi nor micro-mini length is deemed acceptable. Because of figure variations, no actual length in inches can be expressed. Use good judgment.
2. Pantsuits are acceptable. The pantsuits should be of matching fabric with the pants of at least ankle length and the blouse covering the hips. Sports outfits and flimsy hostess suits are not acceptable.
3. Blouses may not be low cut or see-through material.
4. Accessories should be simple. Large amounts of hanging jewelry which would be dangerous around machinery should be avoided. Heavy multiple rings which interfere with writing or typing should not be worn.
5. Hair styles should not be extreme. Wear hair or wigs in a simple neat style that is attractive in office lights.

For consistency throughout the company, when there is doubt in the mind of the manager or supervisor whether a particular style of dress and grooming is acceptable, the employee should be referred to the Employee Relations Manager, Personnel Department, who will counsel with the employee and provide a recommendation for action to the manager or supervisor.

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Your Editor discussed the Dress Code with Mr. Gibson and the following questions and answers ensued:

**PROFILE:** If Dress Code guidelines do exist, why do we have a problem?

**Mr. Gibson:** It seems to me that lack of enforcement has encouraged some employees to take advantage of the situation and other employees are becoming offended by the results.

**PROFILE:** Who is responsible for seeing that guidelines are followed?

**Mr. Gibson:** Employees, of course, should understand their own responsibility for abiding by the simple rules which have been established, but managers and supervisors have the authority and responsibility for seeing that these rules are enforced in their own areas.

**PROFILE:** What will happen if the current "anything goes" trend continues?

**Mr. Gibson:** Unfortunately, it could lead to the very thing we have tried so hard to avoid, namely the establishment of a very detailed and restrictive set of rules and regulations governing every facet of office dress and grooming. In my opinion the administrative and employee relations problems which would surely follow would be overwhelming.

I think that even in this age of individuality and rapid and radical changes in fashions, if each of us would keep in mind the sensitiveness of our fellow employees when dressing for the office, the problem would be considerably diminished if not entirely eliminated.



Hundreds of Blue Cross and Blue Shield employees now located in the Universal Marion Building will soon be moving to the Riverside Avenue location. In the next few months ahead, there will be close to 2,500 employees in our complex of buildings on Riverside. Guidelines on good dressing and grooming for male and female employees have been provided. It is up to the employees to use their good judgment to conform to these guidelines, just as it is up to the managers and supervisors to enforce them. The cooperation of every employee will assure a sensible dress code that is flexible and easy to live with in our daily working routine.

Blue Cross and Blue Shield are a large part of the community of Jacksonville. In addition, there are approximately 250 employees in our 19 branch offices throughout the state. Many of our employees deal directly with the beneficiaries and subscribers who come into our offices.

But the real test for good taste is not created by rules; it's how well your clothes and hairstyle become you. Lest you be in the mood to forget your age and figure, just as long as you feel young and colorful, a glance in the mirror might make you reconsider.

A completely revised edition of "Hello There!" (P-20 5/73) has been prepared by the Public Relations Department for all new employees. An article on "Good Grooming" appears on page 28-A. Copies are available from the Personnel Department upon request should managers or supervisors wish to obtain copies for employees in their areas.

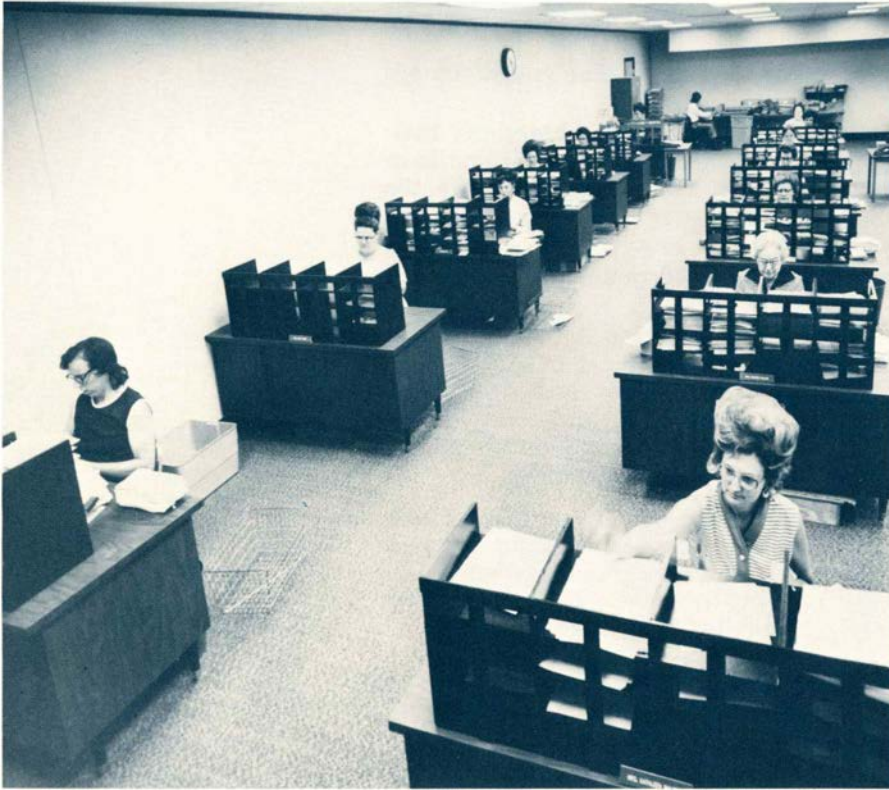


Oh Cal, cutta hair!

?  
wear  
not  
wear  
?



# The Everyday Mail Room Miracle



*This is the Blue Cross and Blue Shield Incoming Mail section located in the Main Building.*



*These ladies represent the Medicare Incoming Mail section which is presently located in the Universal Marion Building. Some moved to the Main Building in August when Medicare A moved while others will wait until the Medicare B move takes place. The Medicare mail volume is running around 65,000 claims a week with an anticipated 100,000 weekly during the peak cold weather months.*

Any large company is only as good as its mail department since most business revolves around and is dependent upon the receiving and sending of mail. Blue Cross and Blue Shield of Florida are fortunate in having a superior Mail Operations Department "which is the largest in North Florida, and possibly the whole state," says Frazier Sinclair, Assistant Manager.

Mail Operations will handle over 21,000,000 pieces of mail in 1973, "and mail is increasing at the pace of nearly 25% a year," Fraizer explains.

Equipment and personnel were recently moved into their larger new headquarters on the completely remodeled first floor of the Main Building. The new headquarters is much more spacious than the former offices, and is carpeted and much quieter. Frazier has been in charge of this department for the past ten years and is now in his 17th year of service to Blue Cross and Blue Shield. He is assisted by three Supervisors: In the Main Building are Buddy Gazaleh, in charge of Blue Cross and Blue Shield mail; and Jim Lee, who is Supervisor of Mail Distribution; Henry Zittrower is Supervisor of the Medicare B Mail Operations which is located in the Universal Marion Building.

There are presently 74 employees in the Mail Operations Department with additional personnel being hired as required. Forty-one of the employees are presently in the Main Building and 33 are in the Universal Marion Building. Tentative plans are that Medicare Part B will be moved to the Main Building by November 1, 1973 to combine the entire Mail Operations.



Mail Operations Assistant Manager, Frazier Sinclair, is one of the busiest men on the telephone at Blue Cross and Blue Shield.



These four Phillipsburg inserter machines will handle over 11 million pieces of mail this year at Blue Cross and Blue Shield. The machine in the foreground is the newest one purchased which is capable of stuffing inserts up to 9½" X 12½" in size.

A new 7-station Phillipsburg Inserter machine was purchased recently and is now in operation. This machine is one of our four inserting machines in the department and will stuff 9½" X 12½" envelopes replacing the old hand-stuffing method.

"To our knowledge, this is the only machine of its type in the state," says Frazier. In fact, there are four inserting machines in the Outgoing Mail section, more than used by any other company in the state of Florida. This Outgoing Mail section utilizing the four inserting machines will stuff and seal an estimated 11 million pieces of mail this year.

It is anticipated that the ladies in the Incoming Mail section will handle in excess of 10 million pieces of incoming mail this year, based on figures already in for January through June. The Incoming Mail section reports to work at 7:30 a.m. and works until 4:00 p.m. These ladies open and date stamp all mail which is coded by type and counted before being forwarded to approximately 50 different departments. Frazier is especially proud of "his ladies" in the Incoming Mail section who have the distinction of reporting the lowest turnover rate in Blue Cross and Blue Shield.

Mail is received three times daily at 7:30 a.m., 9:00 a.m., and 1:00 p.m. There are four pickups of outgoing mail daily, at 9:00 a.m., 11:00 a.m., 3:00 p.m., and 5:00 p.m.

If you are wondering what it costs in postage to process the over 11 million outgoing pieces of mail per year, hold on to your hat! Frazier says it requires a cool million dollars to send out that amount.

Sorting mail into the baskets soon to go on the mail lift is a never-ending job. These baskets are put on the mail lift which carries them to a designated floor where they "drop off" at various mail sections. Each floor's mail is handled by a separate mail distribution clerk. It takes four minutes for a mail basket to go from the first floor mail area to the tenth floor and back. An intercom system is also in operation which enables anyone in Mail Operations to talk to mail distribution clerks on each floor.

As employees move into the new 20-story South Building, the record lift will continue above the tenth floor, travel over the roof of the Main Building, and stop at whatever floors are designated in the new building.



The U. S. Post Office picks up mail four times daily at the new receiving and loading dock located between the 3-story North Building and the West Building Parking Garage. This special ramp was built to accommodate mail trucks which are able to back up to the dock in perfect position for loading and unloading mail.

# PERSONNEL..ITIES

## BLUE SHIELD CLAIMS DEPARTMENT CHANGES ANNOUNCED

Blue Shield Claims Manager Jack McAbee has announced several personnel changes and promotions in his department effective in July.

**Audrey Pendley** has been transferred from Assistant Manager of Basic Blue Shield to Assistant Manager of FEP Blue Shield and FEP Supplemental. **John Parks** has also been transferred from his Assistant Manager duties in Complementary Coverage, Prescription Drugs, Medicaid, OCR and Paid Files to replace Audrey in charge of Basic Blue Shield. **Bob Riggs** formally Assistant Manager in charge of FEP Blue Shield and FEP Supplemental is being transferred to replace John.

In addition, the FEP Blue Shield Department has been divided into two units: One is Claims Examining, and the other is Claims Support. **Deloris Driggers** will remain as a Supervisor of the FEP Claims Examining Section and **Inez Mills**, formerly secretary to Mr. McAbee, has been promoted to Supervisor of the FEP Support Section.

**Jim Tuck**, formally Assistant Manager in charge of CHAMPUS and Major Medical, will now have the sole duties of Assistant Manager in charge of Major Medical. A new Assistant Manager, **John Finn** has been appointed to head the CHAMPUS Department. (More about John when he returns to work following surgery.)



*Inez Mills*

**Inez Mills'** promotion to Supervisor of the Federal Employee Program Support Section comes after five years of experience with Blue Cross and Blue Shield. She worked in Complementary Coverage from April, 1968 through October, 1968 before she was promoted to Secretary to Mrs. Mary Lee Butler. After Mrs. Butler's recent retirement, Inez served as Secretary to Jack McAbee until her promotion on July 9.

Inez and her husband, Dick, are the parents of three daughters and one son. Inez is quite a bowler and has participated in the Women's Bowling League sponsored by the Employees Club for the past couple of years. She is presently a member of a team competing in the Blue Cross and Blue Shield summer league.

## SUGGESTION AWARD WINNERS

There are two repeat winners this month who have won suggestion award checks.

Jett Folds, Employment Interviewer, Personnel Department, has won a \$10.00 check for revising the wording concerning employees' absence on a Personnel report form.

Claudia Holland, secretary to Medicare B Manager Roger McDonell, suggested loose buck slips be furnished in addition to the padded ones, winning her \$10.00.

## PATSY GAMMONS PROMOTED TO SUPERVISOR



*Patsy Gammons*

The promotion of Patsy Gammons to Supervisor of the Contracts and Identification Cards section of Subscribers Service Group has been announced by Jim Gibbons, Manager, effective June 25.

Patsy has been an employee for nearly 4½ years and succeeds Bill Thornton who has left the company. She has attended Central Vocational and Stanton Vocational schools at night, graduating from the latter. A single gal, Patsy enjoyed the Bahamas Cruise sponsored by the Employees Club last October with some of her co-workers. She was president of the Subscribers Service Club (open to members of that department only) in 1972. She is also a bowling enthusiast.

Patsy's promotion to Supervisor comes a year after her promotion to Section Leader. Her experience at Blue Cross and Blue Shield has also included Billing and Quality Control.

Succeeding Patsy is a five-year veteran of the Plans, Shirley Sellers, whose promotion to Section Leader of Subscribers Service-Group Billing Department was effective on June 25.

Shirley has completed a Key Punch course and has attended Technical High School. She has three children, Curtis, Wallace, and Deanna, and is interested in speed-boat riding, swimming, sewing and football.

## MEDICARE B OUTSTANDING CLERKS

Larry Payne, Medicare B Special Assistant of Correspondence, has announced the following winners of Monthly Correspondence Awards for June: the "Clerk of the Month" Helen Kirtsey; the "Most Improved Clerk of the Month" Elizabeth Finnely; the "Clerk of the Month in Correspondence Control" Dorothy Simmons.



*From left, Elizabeth Finnely, Dot Simmons and Helen Kirtsey.*

## KELLY CLARK COMPLETES SALES TRAINING

Kelly Clark completed his Sales Training Course in Jacksonville on June 13th and is now working out of Branch I, Northern Region, under Branch Manager Jim Dean.

Kelly is originally from Clinton, Tennessee where he worked as a life insurance salesman. In 1964 he was employed with National Cash Register and was transferred to Jacksonville in 1967 as Account Manager with NCR. He was hired by Blue Cross and Blue Shield on May 28.

Kelly is married, has three children, and has been very active in community affairs where he served as President of the Clinton Jaycees, County Chairman of the March of Dimes, and Vice-President of the PTA, plus several other functions.

He attended the University of Tennessee and has taken the Life Underwriter Training Courses I and II.



Kelly Clark, center, receives his Certificate of Completion from President J. W. Herbert following his Sales Training Course. Sales Training Coordinator, Bob Hulse, who conducts the training course, looks on at left.

## WORDS OF PRAISE FOR EMPLOYEES

**Janice Engel**, Administrative Assistant to Medicare B Manager, Roger McDonell, received the following letter from the Insurance Director of the Ormond Beach Osteopathic Hospital: "I would like to express my appreciation for the patience and courtesy you extended to three of us when we visited Medicare on July 3. We enjoyed the tour through the Medicare B Department very much. You made it very interesting and enjoyable. I think we realize now that some people have bigger headaches than we do. After taking the tours through all the departments and seeing what actually takes place, you figure your job is not so bad after all. Once again, thanks for your patience, kindness and courtesy."

\* \* \* \*

**Earnest Clark**, an employee in Larry Payne's Correspondence Department, Medicare B, has received special letters of commendation from Medicare B Manager Roger McDonell and Mr. Payne. Mr. McDonell specifically commended Earnest on the handling of a problem with a beneficiary who commented most favorably about Earnest's professional standards, his courtesy and clear response to a difficult problem and his warmth and understanding of the problems of an aged beneficiary.

## SECTION LEADER PROMOTIONS

**Brenda Quaintance** was promoted to Section Leader of Data Recording (night shift), effective May 28. She has been an employee for a year and a half.

Brenda graduated from Geer-Gantt High School in Belton, South Carolina and has lived in Jacksonville for six years. She and her husband, Herman, are the parents of two young sons.

**Danny Fisher** has been promoted to Section Leader of the Key Punch night shift, effective April 30. Danny has been employed for five months, is a graduate of Forrest High School, and is presently attending Florida Junior College. He was previously in Medicare B Data Recording prior to his promotion.

**Jill Lawlor** has been promoted to Section Leader of National Accounts in the Blue Shield Claims Department, effective June 15. She has been an employee for six months. She graduated from Wake Forest University cum laude in 1964 with a BS degree. She is married to John, and has a stepson 11 years old.

**Cookie Renaud** has been promoted to a Section Leader in Data Recording, effective June 25. Cookie was previously a Data Recorder Operator. She has been with Blue Cross and Blue Shield for over a year and a half and has lived in Jacksonville for the past 13 years.

**Gloria Dixon** has been promoted to Section Leader, Verify Section of the Data Recording Department. Gloria, an employee for four years, earned her promotion effective July 2. She calls West Virginia her home even though she has lived in Jacksonville for 15 years. Gloria has three daughters.

**Steve Sanders'** promotion to Section Leader in Mail Operations was effective July 9. Steve has been an employee for four years, graduated from Englewood High School, is married to Debbie and has a son.

## VIRGINIA CUNNINGHAM EXPRESSES THANKS

Virginia Cunningham and her husband, John, wish to sincerely thank employees for their expressions of sympathy on the death of her daughter, Kathy Dykes, age 16, who died on June 14.

Virginia, a Section Leader in the Ft. Pierce branch office and a 13-year employee, says the flowers, cards, letters and visits from Blue Cross and Blue Shield employees meant so much to her.

Kathy would have been a senior at Ft. Pierce Central High School this coming fall.

A letter commending **Annella Van Pelt**, Medicare B, was received by Special Assistant, Larry Payne: "I have had contact with your office many times during the past few months in connection with delayed payment of benefits under the above account relative to my husband. For about a month, my contact has been Annella, and I would like to tell you how well she has done her job. She is apparently quite efficient and has been most helpful and courteous. In fact, the whole problem has been resolved due to her personal attention to my requests. I thought you would like to know that her efforts are much appreciated by both my husband and me."

## JAN CHILDERS IS THE NEW EMPLOYEES CLUB DIRECTOR



Jan Childers

Jan Childers, 22, has been hired to fill the position of Employees Club Director.

She will be working with the four officers of the Employees Club to plan and carry out activities for all employees, and will report directly to Jesse Grover, Employee Relations Manager, Personnel Department.

Jan was "officially" welcomed by Club officers at an informal luncheon on July 20. Current officers include President Ron Ivey, Vice President Jett Folds, Secretary Linda Blake and Treasurer Joyce Witt.

Jan comes highly qualified to fill this position having earned her Bachelor of Science degree in Education at Illinois State University in Normal, Illinois. Majoring in Physical Education, Jan played softball, basketball, field hockey, and volleyball while in college. She played on the ISU Women's softball team which participated in the Women's College World Series of softball, coming in second in the nation after being defeated by Arizona State 4-3 in 16 innings.

A native of Peoria, Illinois, Jan's early years were occupied for a large part with raising and training horses — her first love till she met and married Mike last November! Mike was employed by Blue Cross and Blue Shield in mid-April while Jan stayed at ISU to complete her degree. After moving to Jacksonville, Jan heard about the job opening "which is right down my line," she said. "I love working with people and am very enthusiastic about handling the Club's activities. I have several plans in mind which I am anxious to put into action," she explained.

It was through her love for softball that she met Mike who was umpiring a game in which she was playing at ISU! Jan and Mike are avid sports fans and have already attended several of the Jacksonville Suns baseball games and are members of the Gator Bowl Association.

"I welcome suggestions from any employees," Jan remarked, "and I hope I'll hear from some employees. My extension is 6459."



Employees Club Officers, from left, Ron Ivey, Jett Folds, Jan, Linda Blake, Joyce Witt.

## TWO NEW WHEELS IN MEDICARE B

Medicare B Special Assistant of Correspondence, Larry Payne, received a pleasant surprise on his birthday, July 11 — a new three speed bicycle from his employees on the fourth floor of the Universal Marion Building. Since bicycling is one of his favorite pastimes, Larry couldn't have been more pleased.

Employees reporting to Larry include those in the Correspondence, Correspondence Control, Correspondence Training, and the Telephone Information Department.



Larry Payne gets "pushed around" by Supervisors Linda Parker, Mercedes Holcomb and Gladys Roney.

## ROSE MARY EDWARDS COMPLETES REDACTRON COURSE



Rose Mary Edwards, a Transcriber in the Control and Transcribing Department, has completed her training course to operate a Redactron machine in her department.

Her Supervisor, Nora Fugitt, reports the course is given during working hours at South Atlantic Industries, a distributor of Redactron. Rose Mary received an award presented by Thomas M. Irvin, M.D., Director of the Medical Division. She has been an employee for the past year.

The Redactron is a computerized typewriter, having the capability of automatically typing at speeds of 175 words per minute. This is accomplished through the media of stored or pre-recorded words, paragraphs, or entire letters allowing for verbal dictation.

Rose Mary, Mildred Martin, Joan Sigmund, and Ivory Henry are all Reactron operators and produce at the rate of over 100 pages per day per unit.

# Ten Members Elected To B.S. Board

Ten members were elected to the Board of Directors of the Florida Blue Shield Plan during the Plan's annual meeting in May. Seven are new members while three were re-elected for new terms.

Re-elected were Thomas E. McKell, M.D., Tampa; Charles K. Donegan, M.D., St. Petersburg; and Arthur W. Saarinen, Fort Lauderdale banker. Warren W. Quillian, M.D., Coral Gables, past President (Chairman of the Board) of the Florida Blue Shield Plan, was named an honorary director.

The seven new directors include three M.D.'s, three laymen and one hospital administrator. They are:

**Walter C. Jones, III, M.D., Coral Gables** — An Orthopedic Surgeon, Dr. Jones received his medical degree from the University of Miami School of Medicine in 1958. He served his internship and four years of residency at Jackson Memorial Hospital and Variety Children's Hospital, Miami. He is a Diplomate of the American Board of Orthopedic Surgery, member of the American Academy of Orthopedic Surgeons, and Secretary of the Florida Orthopedic Society. He is a past Vice President of the Southern Medical Association.

**Billy Brashear, M.D., Gainesville** — Dr. Brashear has been in family practice in Gainesville since 1954. He received his medical degree from the University of Louisville and has been active in the medical community of Gainesville in various capacities, including President of the Alachua County Medical Society and Chief of Staff of Alachua General Hospital. He has served on FMA committees and is currently chairman of the Committee on Medical Students. He is a Diplomate of the American Board of Family Practice and is presently on the Board of Directors of the Florida Academy of Family Practice.

**J. Champneys Taylor, M.D., Jacksonville** — Dr. Taylor has practiced Obstetrics and Gynecology in Jacksonville since 1948. He received his medical degree from Yale University. He interned at Albany General Hospital, Albany, New York, and received his specialty training as a fellow at the Mayo Clinic. He served five years with the U.S. Navy from 1942-1947. He was active in the formative years of Jacksonville Hospitals' Education Program, a founder of the Southern Obstetric and Gynecologic Seminar of Asheville, N.C., and is president of the Florida Obstetric and Gynecologic Society. He was a member of the Florida State Board of Medical Examiners from 1962-1971.

**Lewis A. Doman, Jr., banker, Pensacola** — A native of Alton, Illinois, Mr. Doman has been with the Citizens and Peoples National Bank of Pensacola since 1962 and was elected Senior Vice President in 1971. He attended Washington University, St. Louis, Mo., and the University of Maryland, majoring in business. He was on active duty with the U.S. Marine Corps for nearly 12 years from 1950-1962, attaining the rank of Captain and spending most of his career as jet aviator. He is a past president of the Pensacola Chapter of American Institute of Banking and is a former member of the Board of Directors of the Florida Bankers Association.

**Thomas S. Trantham, Jr., attorney, Miami** — Mr. Trantham is a native of Lakeland and has practiced law in Miami since 1952. He received his law degree from the University of Florida and is a partner in the law firm of Mershon, Sawyer, Johnston, Dunwoody and Cole of Miami. He is past president of the Dade County Bar Association and a member of the Florida and American Bar Associations. He is a director of the Sun Bank of Riverside, Sun Bank of Midtown Miami and Sun Bank of Coral Gables.

**B. G. Smith, businessman, Tampa** — Mr. Smith is a native Floridian and is President of Bentley Gray Dry Goods Company, a wholesale distribution firm with offices in Tampa, Miami and San Juan, Puerto Rico. He is past president of the National Association of Textile and Apparel Wholesalers, and currently is a trustee of the National Association of Wholesaler-Distributors. He is a director of Peninsula State Bank of Tampa, a trustee of Wesleyan College of Macon, Ga., and past president and current director of the Rotary Club of Tampa.

**Bernie B. Welch, hospital administrator, Fort Lauderdale** — Mr. Welch is a native of Winston-Salem, North Carolina, and has been administrator of Broward General Medical Center, Fort Lauderdale, since 1962. He has served as a director of the North Broward Hospital District since 1964. A member of the Board of Directors of Blue Cross of Florida, Inc. since 1970, Mr. Welch received an A.B. degree and completed postgraduate work in hospital administration at Duke University. He is a Fellow, American College of Hospital Administrators; President-Elect of the Florida Hospital Association; and President-Elect of the South Florida Hospital Association.

# WOMEN SLOW PITCHERS HAD A BALL



Front row, from left: Arlette Dennard, Janice O'Conner, Cecilia Sturgis, Pam Aldrich, Carol Monroe. Second row, from left: Linda Odom, Barbara Oglesby (scorekeeper), Pat King, Mary Drust, Rhonda Solomon, Bobbi Houser. Third row, from left: Linda Blake, Estelle Hinton, Annella Van Pelt, Shirley Edlin.

The first Blue Cross and Blue Shield Women's Slow Pitch Softball team in several years was formed this summer and sponsored by the Employees Club.

Manager of the team was Linda Blake and its coach was Shirley Edlin. The Blue Cross and Blue Shield team participated in the only women's league in Jacksonville, the City League, which is made up of eleven teams. The girls' shirts were blue with white trim and were purchased by the Club. Their white shorts were furnished by the girls themselves. The Club also paid the team entry fee into the league.

Due to a late start, the team only played in the second half of the season. but, according to Linda Blake, "The girls thoroughly enjoyed playing on the team and hope to participate again next year. We weren't too successful in the win column, but we were playing against the best women's teams in the city of Jacksonville who have been playing together for years."

The girls practiced every Saturday and participated in competition two nights a week.

