

Profile

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\$601.00 Paid in Suggestion Awards

Arts and Crafts Show Draws 2,500

550 Attend Hospital Workshops

of BLUE CROSS & BLUE SHIELD of FLORIDA

December, 1974



Profile

Vol. 7, No. 6

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



Blue Cross®
of Florida



Blue Shield®
of Florida

532 Riverside Avenue
Jacksonville, Florida 32202

EDITOR
Carole Utley

REPORTERS

SOUTH BUILDING

- 1 Sharon Warren
- 1 Jett Folds
- 1 Pat Ross
- 3 Bonnie Godbold
- 4 Melissa Day
- 5 Martha Poplin
- 5 Mary Denney
- 6 Adell Council
- 7 Terry Brady
- 7 Tommie Curry
- 8 Janet Heney
- 9 Reva Oliver
- 10 Tina Henault
- 10 Sandra Jackson
- 11 Donna Haviland
- 12 Janet DeLoach
- 13 Sandi Wilson
- 13 Sharon Kinnison
- 14 Martha Hewlett
- 15 Sam Watson
- 16 Marianne Nielsen
- 17 Cindy Hutchinson

- 18 Jane Williams
- 18 Rose Sluder
- 19 Debbie Joseph
- 19 Pat Bisson

CHELSEA BUILDING

Helen Keene

NORTH BUILDING

- 2 Janice Schoonover

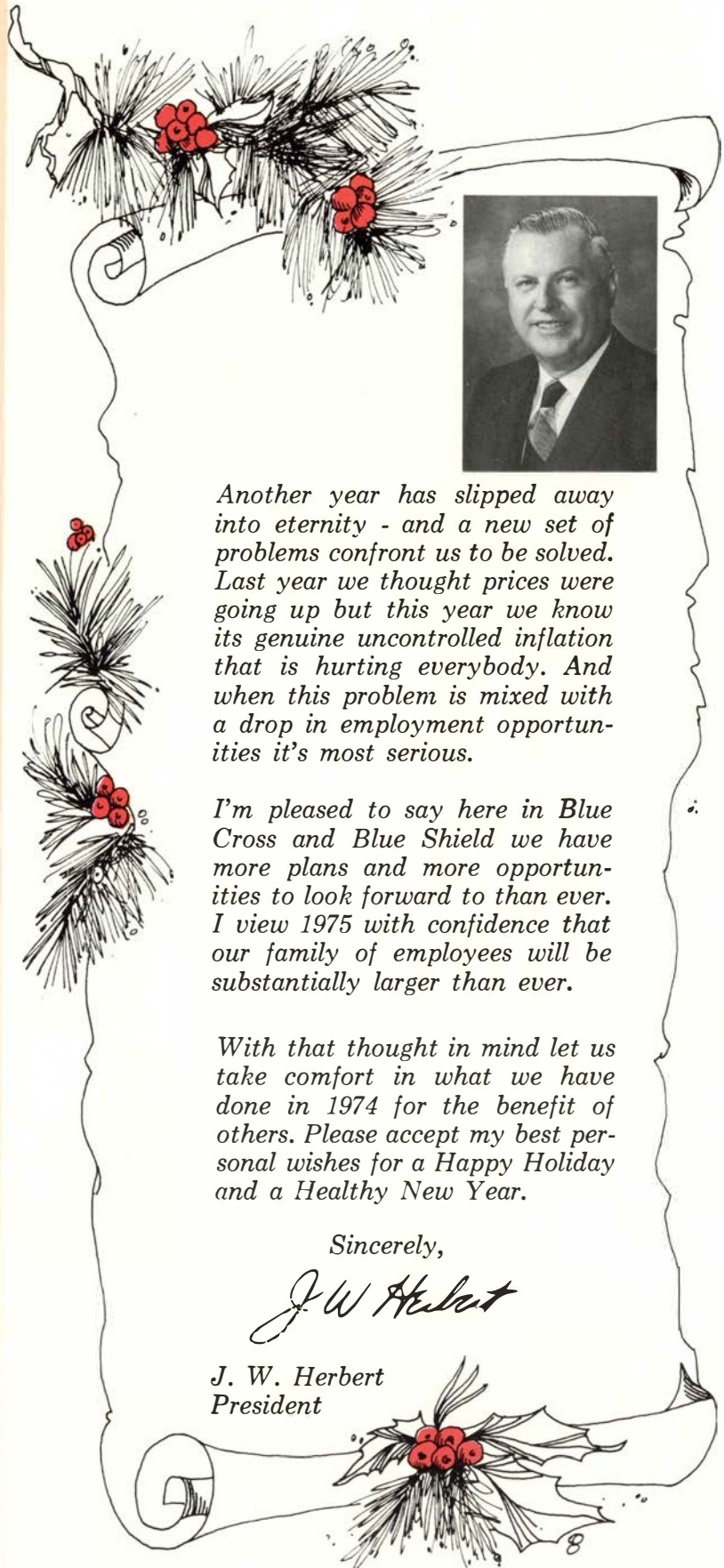
MAIN BUILDING

- 1 Carol Whiting
- 2 JoAnne Whittemore
- 3 Robbie Leggett
- 4 Billy Hazlehurst
- 5 Anne Towery
- 5 Yvonne Cooke
- 6 Violet Williams
- 7 Sandy Osteen
- 8 Gwen Cline
- 8 Mary Terbruggen
- 9 Ruby DuBose
- 10 Rochelle Dryden

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® Blue Cross Association

® National Association of Blue Shield Plans



Another year has slipped away into eternity - and a new set of problems confront us to be solved. Last year we thought prices were going up but this year we know its genuine uncontrolled inflation that is hurting everybody. And when this problem is mixed with a drop in employment opportunities it's most serious.

I'm pleased to say here in Blue Cross and Blue Shield we have more plans and more opportunities to look forward to than ever. I view 1975 with confidence that our family of employees will be substantially larger than ever.

With that thought in mind let us take comfort in what we have done in 1974 for the benefit of others. Please accept my best personal wishes for a Happy Holiday and a Healthy New Year.

Sincerely,

J. W. Herbert
President

19-Year-Olds have a lot of things on their minds . . .
Health insurance probably isn't one of them



Six unhealthy reasons why 19-year-olds need health insurance.

You, as an employee, are urged to check your Blue Cross and Blue Shield coverage to make sure your 19-year-old is still protected. He or she could be in danger of being without Blue Cross and Blue Shield protection after December 31, 1974.

This can happen to unmarried dependents under family coverage who become 19 years old in 1974, unless they apply for a contract in their own name before January 1, 1975.

Fortunately, it is easy for these 19-year-olds to continue Blue Cross and Blue Shield coverage without proof of insurability by applying before the end of the year for:

The low cost College Student Program, if they are, or soon will be, enrolled full time in an accredited college or university.

OR

A regular direct-payment contract, if they are not in college or are not presently eligible for Blue Cross and Blue Shield group enrollment while they are working.

Some groups have arranged different age limits for covered dependents and for these, the December 31 deadline does not apply. Some of the more common of these exceptions to the year end termination of family coverage for 19-year-olds are contracts which stipulate:

- Coverage stops as soon as the dependents reach age 19. These dependents must apply for conversion to their own contract within 31 days of their nineteenth birthday.
- Coverage beyond age 19, usually to age 23, for unmarried dependents enrolled in an accredited educational institution.
- Under the Federal Employees Program, dependents are covered to age 22 and must apply for conversion within 31 days of their twenty-second birthday.

Employees whose children are affected are urged to contact the Subscribers Service Department for a 19-Year-Old kit and fill in the information requested so coverage will not lapse.



Jack McAbee, Director, Blue Cross and Blue Shield Claims, has just presented suggestion award checks to Eloise Williams, and Catherine White. From left are, Jerry Landgraf, Blue Shield Manager, Eloise, Ray Chaffin, Blue Cross Manager, and Catherine.

\$601.00 Awarded To Ten Employees

Eleven Suggestion Award checks were recently presented by the Suggestion Committee to ten employees with **Eloise Williams** receiving the largest award of \$222.00. **Catherine White** won \$140.00 and **Marsha Henderson** received two checks for \$72.00 and \$61.00 totaling \$133.00. **Theresa Tucker** won \$46.00 and there were six \$10.00 winners.

Eloise Williams, Major Medical Claims Department, suggested having the coders pull the Basic Hospital Claim, photocopy it, and attach it to the Major Medical claim while they have it pending the Basic Doctor's Claim. The former method delayed the Major Medical Claim three to seven days.

Catherine White, Blue Cross Services Section Leader, suggested revising and updating form B5a-12 to include at least some of the additional Blue Cross in-patient rejection reasons.

Marsha Henderson, Telephone Information, was employed in the Inter-Plan Bank when she submitted her two winning suggestions. Her \$72.00 award concerning the elimination of the entire Comp-Coverage filing system by destroying the file as soon as approval is sent. The check for \$61.00 pertained to reconstructing an outdated form and combining the two types of admission forms used by the G-99 Home Bank Plan into a single form with a carbon copy on the back using a less expensive paper for additional payments.

Theresa Tucker, Blue Cross Bank Billing, suggested having the Blue Cross refunds form given to all Florida participating hospitals for their completion when refunding our hospital claims office.

Six employees who won \$10.00 checks are: **Evelyn McCormick**, Blue Cross Enrollment; **Dennis Lowe**, Blue Cross Programmer; **Janet Jinker**, Florida Combined Insurance Agency; **Claudia Holland**, Secretary to Roger McDonell; **Phyllis Gilbert**, Blue Cross Claims; and **Charlotte Reagan**, Secretary to Dr. Tom Irwin.



Marsha Henderson accepts two suggestion award checks totaling \$133.00 from Jack McAbee, Director, Blue Cross and Blue Shield Claims. Betty Collins, Manager of Special Services Department, looks on at left.

Lang and Mustian Elected To Blue Cross Board

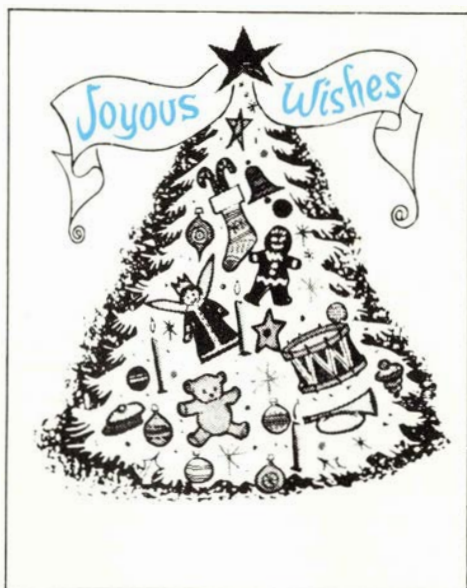
At the annual meeting of active members of Blue Cross of Florida, Inc., held October 16, two new directors were elected. Chosen for three year terms are: **Bently B. Lang**, Manatee Memorial Hospital, Bradenton, and **Middleton T. Mustian**, Tallahassee Memorial Hospital, Tallahassee.

Members re-elected for three year terms representing hospitals are: **Pat N. Groner**, **Joseph F. McAloon**, **Sherwood D. Smith**, **Bernie B. Welch**, **B. P. Wilson**, and **Michael J. Wood**. Another member re-elected for a three year term representing medicine is **Warren W. Quillian**, M.D.

Officers re-elected for one year at the annual meeting of the Board of Directors are: Chairman of the Board, **W. R. Hancock**; Vice Chairmen of the Board, **John F. Wymer, Jr.** and **G. Emerson Tully, PhD.**

Mr. Lang holds a B.S. degree from Jones College in Orlando. He served as Business Manager of Florida Sanitarium and Hospital in Orlando and has been Administrator of Manatee Memorial Hospital since 1963, after serving the previous three years as Business Manager. In 1970, Mr. Lang was appointed Clinical Instructor at the University of Florida in the field of Hospital Administration. He is Past President of the West Central Florida Hospital Council, a member of many hospital and civic organizations, and is currently a Trustee and President-Elect of the Florida Hospital Association.

Mr. Mustian holds a B.B.A. degree from Baylor University. He served in the Medical Administrative Corps, U. S. Army and was recipient of the Purple Heart in World War II. His hospital experience includes Hillcrest Memorial Hospital in Waco, Texas and Baptist Hospital in Jackson, Mississippi; Administrator of Memorial Hospital of Bay County in Panama City and Administrator of Tallahassee Memorial Hospital since 1964. Mr. Mustian is a former member of the Blue Cross Board of Directors.



Blue Cross Director Receives FHA'S Highest Honor



Sherwood D. Smith (right), a Blue Cross member and executive director of Lakeland General Hospital, Lakeland, received the highest honor of the Florida Hospital industry October 16 as 1974 winner of the Florida Research and Education Foundation's Award of Merit.

Bernie B. Welch (left), president of the Foundation and administrator of Broward Medical Center, Fort Lauderdale, presented the award at the 47th annual meeting of the Florida Hospital Association at Lake Buena Vista, near Disney World. Mr. Welch is also a Blue Cross Board member and was recently re-elected for a three year term.

Mr. Smith has been a member of the Blue Cross of Florida Board of Directors since November 14, 1962. He was recently re-elected for a three year term. Last year's winner of the award was Donald Laurent, who was a Blue Cross of Florida Board Director from May, 1962 to November, 1972 when he retired.



CAPRICORN
DECEMBER 22-JANUARY 20

The ambitious, conservative, sensible and conscientious Capricorn is often frugal for fear of being dependent on others when old, and with good cause—yours is the long-lived sign of the Zodiac. For worry-free spending today, save for tomorrow with U.S. Savings Bonds.

service

25 Years Bill Snyder



Bill Snyder will celebrate his 25th year of service to Blue Cross and Blue Shield of Florida on December 27.

Bill is Southern Regional Manager of the Marketing Division in the Coral Gables branch office and has served in this position for 1½ years. Other jobs with the Plans included Branch Man-

ager in Ft. Lauderdale for 14 years and a Sales Representative in Miami for 5 years.

Bill is a native of Miami where he graduated from Miami Senior High School. He attended Mercer University in Macon, Georgia and the University of Miami receiving his degree in Business Administration. He served 2½ years in the U.S. Navy and four years in the reserves. He is married to Pat and they have four children: Susan, Mary, Billy, and Katherine Joy. His hobbies include golf, swimming, and fishing.

10 Years Jeannette Sutton



Jeannette Sutton is in the news this month for two reasons. On October 7 she was promoted from a Section Leader to Supervisor of the Major Medical Department Support Section, succeeding Edith Bowden who was recently promoted to Educational Services Representative. And, on December 17 Jeannette will celebrate a decade of service with the Plans.

She has worked only in the Major Medical Department since joining the company as a Claims Examiner in 1964. Her promotion to Section Leader occurred in 1970.

Jeannette is a native of Allenhurst, Georgia but has lived in Florida since 1926. She graduated from high school in Cross City and has attended Florida State University, the University of Florida and Massey Business College in Jacksonville. She has two married children, Mike and Pat and another son, Dennis. She bowled in the company-sponsored women's league last year and is a member of a team in this year's league also. She is also a member of the Widow and Widower's Club.

5 Years

Blue Cross and Medicare A

Eugenia G. Angelo
Thomas Chema
Stephen A. Willbanks
Terry L. Daniels
Daisy D. Jones
Maxine B. Odum
Mary L. Comerford
Edward L. Keiser
Deborah A. Lott
Patricia A. Martin
Maybell S. McCray
Gladys Walker
Dudley M. Bumpass
Hilda G. Ellison
Randolph M. Ray
Lorraine Tolbert
Willie Reese, Jr.
Yvonne C. Suggs

Computer Operations
Hospital Relations
Prod. & EDP Coord.
Mail Operations
Quality Control
Utilization Review
Telephone Pool
Methods
Group Accounting
Med. A In-Patient Billing
Direct Accounting
Group Accounting
Provider Reimbursement
Control & Transcribing
Blue Cross & Blue Shield Support
Direct Accounting
Building Management
Telephone Pool

Blue Shield and Medicare B

Shirley E. Jackson
Thelma L. McCurdy
Janice S. O'Connor
Virginia E. Waldon
Esther L. Gibbs
Linda L. Robinson
Katherine Smith

Prepayment Screening
Med. B. Correspondence Training
Med. B. Credit Adjustments
Med. B Typing
B/S Central Certification
Data Recording
Mail Operations

1 Year

Blue Cross and Medicare A

Donna J. Carter
Keith Coker
Wayne B. Dixon
Jeffrey A. Hinson
John T. Rabey
Kathy J. Reinhardt
Eugene H. Ryan
Karen E. Simmons
Jane Taylor
Margaret E. Alford
Franklin L. Harmon
Jo A. Hester
Phyllis J. Rose
Mary B. White
Martha F. Williams
Eloise D. O'Neal
William E. Alsobrook
Renetter Cave
Robin M. Cowart
Sybil Harper
Carol E. Johnson
Jackie C. Jones
Peggy I. Mitchell

Mail Operations
Data Proc. Administration
Prod./Qual. Cont.
Prod./Qual. Cont.
Computer Scheduling
Provider Reimbursement
Internal Audit
Computer Scheduling
Inter-Plan Bank Billing
Membership Files
Budget & Forecast
Group Accounting
Special Claims
Major Medical
Membership Files
Lake City
Building Management
Direct Accounting
Quality Control
Group Accounting
Claims Approval
Computer Operations
Mail Operations

awards

Rose M. Phillips	Group Accounting
William E. Morgan	Mail Operations
Elizabeth M. Frantz	Medicare A. Key punch
Sherry Hamlin	Drug Claims
James F. Hyman	Warehousing
Linda F. Lewis	Lake City
Luana L. Malone	Direct Accounting

Blue Shield and Medicare B

Margaret V. Hancock	Services III
Teresa W. Long	Med. B Claims
Marion V. Tobin	Data Recording
Vanessa D. Peacock	Critical Correspondence
Mary L. Bell	Data Recording
Elijah Caldwell	Data Recording
Theresa O. Fox	Fed. Emp. Basic Claims
Eva L. Masters	Med. B Claims Services
Roberta L. Miles	Services III
Peggy J. Higginbotham	Claims Correspondence
Dorothy E. Ring	Data Recording
Kathy Royal	Claims Processing
Mattie B. Thomas	Med. B. Correspondence Control
Marjorie E. Ward	Claims Approval
Terri K. Haddock	Data Recording
Katrina Spencer	Med. B. Post Payment Audit
Donna F. Day	Claims Processing

FLORIDA COMBINED INSURANCE AGENCY

The following two employees have celebrated anniversaries which were not reported in previous PROFILES under Blue Cross and Blue Shield anniversaries:

Linda Overstreet — 5 years — September 22

Judy Delaportas — 1 year — November 12

10 EMPLOYEES RAISE \$2,000 FOR CHANNEL 7

Ten employees donated a Saturday night on October 19 to raise money for Channel 7's Membership Drive. Their efforts raised \$2,000 in pledges, a high for any corporation during this drive. Their grand total was \$10,235 — a 100% increase over last year.

A notice posted on our bulletin boards by Employee Relations Manager Jesse Grover brought calls from 10 volunteers. Working from 6:30 to 11:00 p.m. at Channel 7 soliciting pledges on the telephone were: Patrick Malone, Juanita Wood, Debra Butler, Ginger Brian Sharon Warren, Laura Merritt, Sarah Bishop, Vernell Jones, Delores Brown, and Mamie Henderson.

An excerpt of President J. W. Herbert's letter to these employees is as follows: "On behalf of the whole corporation, it is a real pleasure to commend and thank you for your unselfish support of a company sponsored project. Your voluntarily giving up a Saturday night to work on the Blue Cross and Blue Shield sponsored Channel 7 Membership Drive can only be viewed as being in the true spirit of Blue Cross and Blue Shield, and that is "People Helping People."

We Help Junior Achievers

Three of our employees have been "loaned" to help the Junior Achievement program in Jacksonville. Tom Brown, John Myer, and Mike Poe are working with the "company" which goes by the name of JACOTY, and the product this company represents is a trouble light. It operates off of the cigarette lighter plug in a car. It is very sturdy and reliable and normally sells for \$5.00. Lights are available through the Employees Club at the discount price of \$4.50.

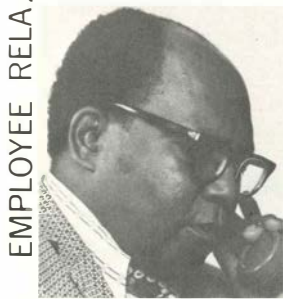
These high school students which formed JACOTY are among hundreds in Jacksonville known as Junior Achievers who set up their own companies, sell dollar shares of stock in them and learn at an early age how to operate in the business world.



Laura Rowland, left, a Bishop Kenny High School junior, and John Walker, an Episcopal High School senior, have just sold a share of stock in their company to our President, Mr. Herbert. Tom Brown, second from left, is one of three employees who is working with this Junior Achievement company.



From left are Mike Poe, John Myer, and Tom Brown, our loaned employees, who are working with the JACOTY Junior Achievers.



By Jesse Grover

HOW TO IMPROVE YOUR PROMOTION CHANCES

Last month I talked about the Employee Relations Department and what we do. One of our functions is to counsel with employees regarding a number of subjects. One of the questions most often asked of me and my staff is, How can I improve my chances for promotion? The same question sometimes comes out like this: How can I get a better paying position? Why can't I get an interview? I've been in the same position a number of months (years), and my supervisor doesn't like me so I can't get promoted.

These kinds of questions translate into **how do I improve my chances for promotion?** This is a rather significant question in view of today's inflation and one that is of importance to all of us. I truly wish that I could give you a "sure shot" answer (if there is one). Realizing that I probably cannot do that, I shall try to give you some guidelines that may help.

First, I think it is important to realize that a company hires people to "produce work." If the worker does not produce enough quality work to justify the job, the job is not paying for itself. This then says that each of us must see that the job we are **presently** doing is justified. In doing that, we demonstrate our capacity and desire to do more responsible and complicated jobs.

At this point I believe an explanation of our job ratings is in order. There are a few exceptions to this but in general our jobs are classified as follows:

Non-Exempt (Subject to overtime pay requirements under the Wage-Hour Act)

A through K and sometimes X or S
Exempt (Not subject to overtime pay requirements under the Wage-Hour Act)

R-Representative,
S-Supervisor (not always)

M-Job having primarily managerial responsibilities

I will come back to this.

For one to improve his or her chances of promotion within the company, there are some company rules which should be understood:

1. One must remain in his or her present job for at least 90 days before being transferred. This pertains to old and new employees.
2. All positions classified "C" or above must be posted on the bulletin boards unless selection is made within the department. Employees desiring to be considered must submit a supplemental job application directly to the Employment Manager, or Assistant Employment Manager, within the deadline stated.
3. An employee may apply for lateral positions (same classification) but if accepted, permission for actual transfer must be granted by the employee's current superior.
4. All employees applying for a particular position may not always receive a personal interview. Some are screened out by Personnel because they do not have the minimum qualifications for the position. This is based on their supplemental application and record. (Remember this.) However, the fact that you are not selected doesn't necessarily mean you are "not qualified." It may mean someone else is a little better qualified.

Now to the "NITTY-GRITTY":

You should know that all non-exempt employees (A-K) are rated during their first three months and at least annually thereafter in three primary areas:

1. Quantity of work. (33 1/3 %)
2. Quality of work. (33 1/3 %)
3. Absenteeism and tardiness (33 1/3 %)

In addition, your rater may comment on your work attitude, potential for leadership and a number of other things.

Looking at the three main items above, most employees experience the most problems when it comes to promotion consideration based on **absenteeism and tardiness.**

I think most supervisors and managers prefer a worker who does an average job but is there most of the time (absenteeism and tardiness less than 5%) than a super employee who cannot be depended on to be present. With that comment, my specific suggestions to improve your promotion chances are:

- a. Know your present job and do it to the best of your ability.
- b. Don't waste time by gossiping, day dreaming and carrying on idle conversation.
- c. Observe company rules.
- d. Be courteous and work in harmony with your supervisor and your co-workers.
- e. Dress in good taste—appropriate to the business community.
- f. Strive for perfection in your work.
- g. Be prompt, be on time to work, from breaks, and from lunch. Also turn reports, etc., in on time. Do not overstay these periods or get into the habit of leaving early.
- h. Improve your education. Don't rely only on your present knowledge.
- i. Demonstrate a friendly yet sincere and mature attitude.
- j. Be cost conscientious. Don't waste or damage equipment and material.
- k. Seek ways of improving your job performance.

If you have accomplished the above, you are ready to compete. First thing to do is watch the bulletin board for an appropriate opening (vacancy). The blue notices (remember I said I would come back to this) indicate vacancies ranging from A through K (non-exempt). The red notices indicate exempt. You may apply for any position for which you feel qualified. If you are interviewed, present an image of confidence and sincerity.



From left, are W. J. Stansell, Senior Vice President, Florida Blue Cross and Blue Shield; Gene Boneski, Project Coordinator, Palm Beach County Health Department; J. W. Hopper, Executive Assistant, Programs; John Stewart, Health and Rehabilitation Division, State of Florida. Mr. Boneski is presenting a letter to Mr. Hopper announcing the selection of Blue Cross and Blue Shield of Florida as the fiscal intermediary for the Migrant Worker Project.

Florida Plans Participate In A Health Program For Migrant Workers

In recent years there has been a growing concern by both the government and public for ways to improve the living conditions and opportunities for the American migrant worker. The United States Congress has taken positive steps in the form of federal grants that are used to finance demonstration projects. The benefits received by the migrants from these projects are carefully monitored and health data collected becomes the basis for either continuing or changing these programs.

During the last six months, W. J. Stansell, Senior Vice President, and J. W. Hopper, Executive Assistant, Programs, have worked closely with the H.E.W. officials in Washington and migrant bureau agencies for the State of Florida and Palm Beach County. Negotiations have been completed and Florida Blue Cross and Blue Shield have been selected as carrier for a federally funded health program to cover approximately 2,000 migrant workers and their families beginning January 1, 1975.

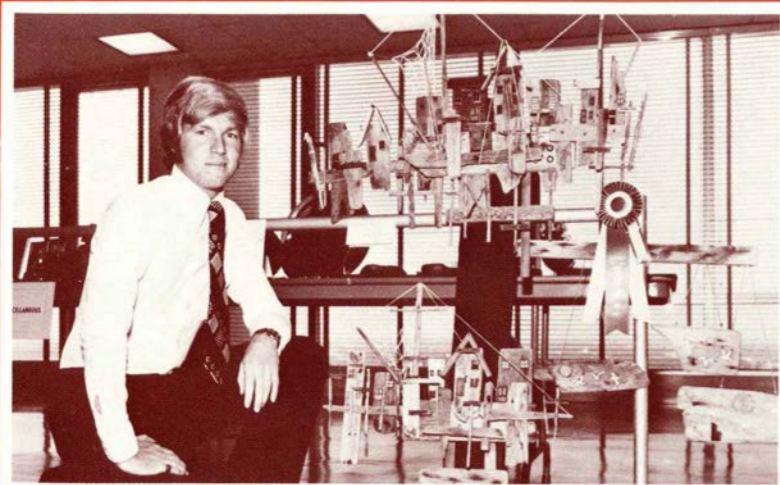
The initial enrollees will be selected on a random basis from Palm Beach County where it is estimated

that more than 40,000 migrants live. Most migrants will be in the Palm Beach area for at least six months out of the year. During the remaining months they will harvest crops up the east coast including Georgia, South Carolina, North Carolina, Virginia, Maryland, Pennsylvania, New Jersey, and New York.

The migrant will be entitled to basic benefits similar to those available to employees in industry. Blue Cross will cover semi-private for 70 days with necessary ancillaries paid in full. The Blue Shield benefits will be Usual and Customary at the 100% level. Medical emergencies and office visits have also been included in this program. Migrants will be issued identification cards to be used both in Florida and when requiring services out of state.

We are pleased to have the opportunity of participating in this program and hope that through this demonstration project that other migrants will be able to improve their health conditions for themselves and their families.

Arts and Crafts Show "Biggest and Best Ever"



Best of Show award went to David Foster for his "fishing village."

The Employees Club's sixth annual Arts and Crafts Show held November 7-8 was the most successful one ever with 105 employees exhibiting more than 350 items in this year's contest, according to Chairman Rochelle Dryden.

The "Best of Show" award went to David Foster by unanimous decision of the judges for his original driftwood creation of a "fishing village." The ironic thing is that David decided just the day prior to the show that he would bring his exhibit!

Over 2,500 employees visited the show on the 20th floor in very attractive surroundings. There were 14 different categories with needlework and painting drawing one-third of the entries.

Special thanks go to Rochelle Dryden as the hardworking Chairman of the event, ably assisted by Employees Club Director Jim Gray, Secretary Sandi Wilson, and Treasurer Linda Mercer.

The Club expresses its appreciation to the following outside judges for their time in making this show a success: Mrs. Florence Seymour, Riverside Woman's Club; Mrs. Hanson and Mrs. Brown, Mole Hole Boutique; Mr. Lou Egner, photographer for the **Jacksonville Journal**; Mrs. Edna Oplinger and Mrs. Doris Skelley. The Club furnished blue ribbons for first place, red ribbons for second place and white ribbons for third place.

Mr. Egner devoted his entire column in the November 16 **Journal** to the show and his role in judging the photography entries saying it was "a very complete and well received show." He praised Larry Jackson, Steve Welk and Linda Carter for their entries.

FIRST PLACE BLUE RIBBON WINNERS

Thelma Johnson, Christmas Craft and Collections
Catherine LaMee, Floral and Seamstress
Shirley Snee, Needlework
Carol Blanton, Candles
Roberta Peyton, Ceramics
Judy Elster, Ecology
Larry Jackson, Photography
Sylvia Hayes, Sculpture
John Lendman, Woodcraft
Suzanne Tyson, Painting
John L. Bentley, Painting
Goldie Siegel, Painting
Joyce Burrows, Decoupage
Susie Solano, Jewelry
Arlene Johnston, Collections

SECOND PLACE WINNERS

Marie Waymire - Needlecraft
Mary Amos - Candles
Rose Sluder - Jewelry
Fran Frick - Seamstress
Sam Watson - Ceramics
Sharonlee Peacock - Miscellaneous
Stephen Welk - Photography and Sculpture
James Bransford - Decoupage
Fran Tucker - Floral
Sylvia Hayes - Painting
Alfred Dachenhauser - Painting
Roberta Peyton - Painting
Janice Schoonover - Painting
Rose Sluder - Ecology
Pat Simmons - Needlecraft

THIRD PLACE WINNERS

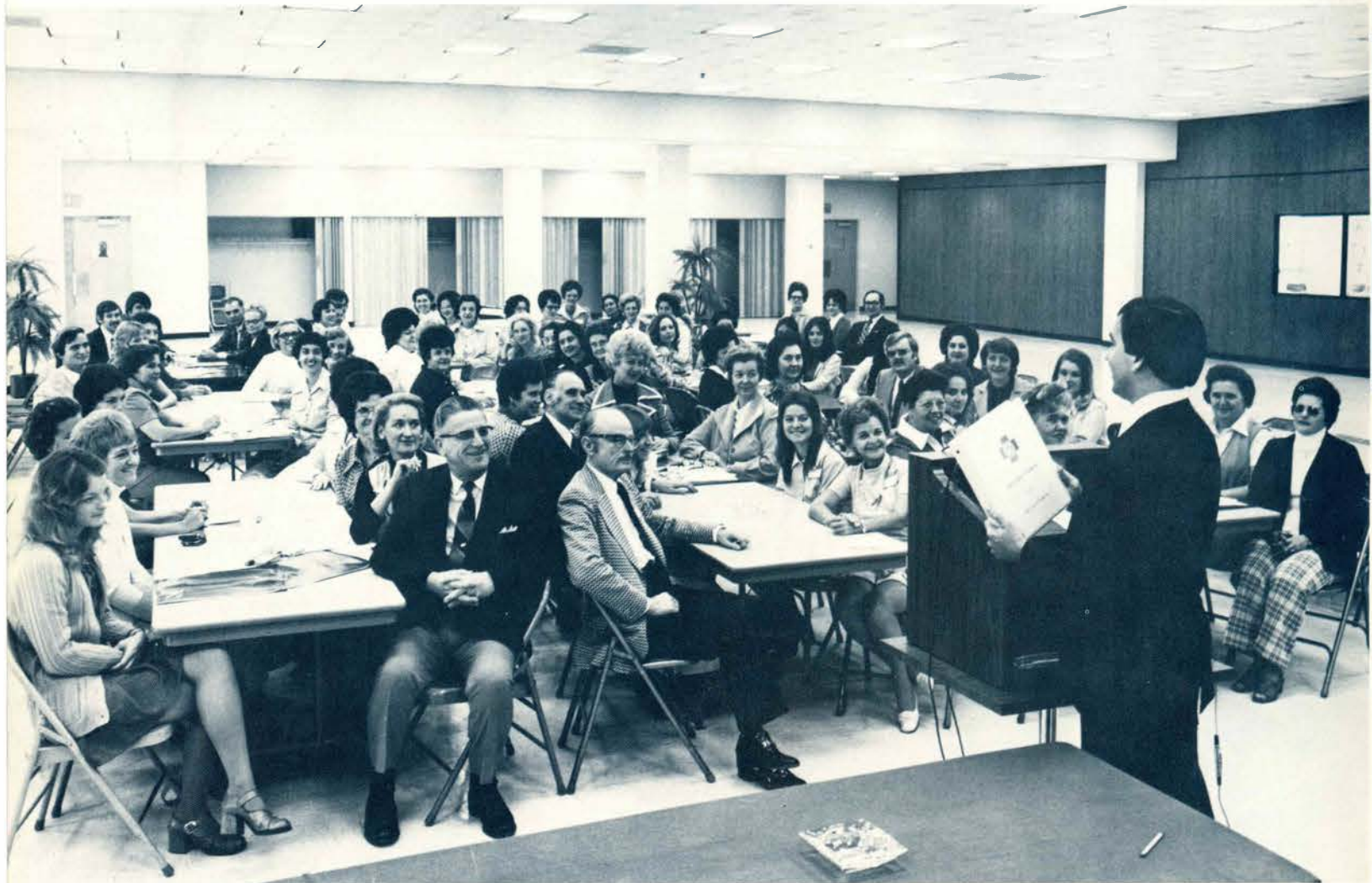
Linda Carter - Photography
Susie Solano - Christmas Craft
Carole Utley - Decoupage
Benjie Copeland - Painting
Rudolph Walker - Floral
Clara Schlinkman - Ceramics
Ruby DuBose - Needlecraft
Barbara Van Buskirk - Needlecraft
Sylvia Sydney - Needlecraft
Linda Heselton - Needlecraft
Pat Simmons - Collections
Pat Trock - Miscellaneous
Goldie Siegel - Jewelry
Evelyn Hall - Seamstress



Club Coordinator Jim Gray, and Show Chairman Rochelle Dryden, shown checking in entries.



Hospital Workshops Held In Jacksonville



Hospital personnel in this photo met in Jacksonville on November 6 with Hospital Relations, Medicare A, and Blue Cross employees, for a one-day workshop, which was one of nine held for hospital employees throughout the state.

Mel Snead, Vice President — Hospital Relations, and his assistants planned and conducted nine hospital workshops in Jacksonville beginning in mid-October and continuing for three weeks.

Insurance clerks and business management people in hospitals throughout the state of Florida were invited to Jacksonville to attend these day-long seminars with Blue Cross and Medicare A managers and supervisory personnel. A tour of the communications equipment area was included to give the visitors a first-hand

look at our operations. Sessions were held on the 20th floor, giving visitors a beautiful panoramic view of Jacksonville and the St. Johns River.

An average of 60 visitors attended each meeting and participated in discussions including such subjects as: inpatient and outpatient benefits, admission and billing procedures, etc. for Medicare A, Blue Cross, Federal Employees Program, Major Medical, Complementary Coverage and CHAMPUS.

NEWS FROM WALT DISNEY'S MAGIC KINGDOM CLUB AND SEA WORLD



© Walt Disney Productions

Employees may now pick up their Magic Kingdom Club membership cards for 1975-76 which are now available from Jim Gray, Employees Club Director. This new card is valid for two years instead of one as they were previously issued. Jim also has a Membership Guide for you, a colorful brochure that details all the benefits of Club membership.

With the inauguration of the two-year card, the Magic Kingdom Club will be celebrating its 17th year (starting in California's Disneyland) by offering more money-saving values than ever before to 4,000,000 members in over 10,000 Club Chapters across the nation.

A new exciting benefit coming up in 1975 . . . a 10% discount on double-occupancy accommodations for Magic Kingdom Club members at participating Howard Johnson's Motor Lodges throughout the United States. In order to obtain the discount, the Club member must make advance reservations and identify himself as a Magic Kingdom Club member. The membership card must be presented at the time of registration, and may be used by any member of the family. For toll-free reservations call 1-800-654-2000.

Equally exciting are the Magic Kingdom Travel Centers at both Disneyland and Walt Disney World. With a single phone call, Florida Magic Kingdom Club members can obtain complete information and make advance reservations for vacation plans at Walt Disney World and Lake Buena Vista. The number to call at Walt Disney World is (305) 824-2600.



Jim Gray also has membership cards for Sea World located near Orlando. Our company is an official member of Sea World of Florida's Dolphin Club, a free employee benefit program. Membership entitles you to a 15% discount at Sea World and a 15% discount at Dolphin Club hotels, motels and restaurants, and a 20% discount is offered on all Avis Car Rentals.

In addition to an outstanding dolphin show and an elephant seal show, there is an exciting performance by Shamu, the huge 4,700 pound killer whale.

EMPLOYEES CLUB ACTIVITIES

Employees Club Director Jim Gray has been working on several new activities for the Club since the last PROFILE was published.

The most recent activities include the following:

1. One industrial league flag football team
2. Four intramural flag football teams
3. Three industrial league basketball teams
4. The second game and card night has been held
5. The third roller skating party was held
6. The Kitchen Arts Competition was held December 9. Story and photo coverage will appear in the next issue.
7. Eastern Federal Theatre tickets on sale for \$1.25. This includes eleven additional theatres in addition to the five for which we currently use discount tickets. These go into effect January 15.

The Club held a Turkey Raffle on November 13, with 25 lucky employees receiving 15 lb. birds. Out of a total of 2,422 employees who entered the drawing, these are the 25 winners:

Roxy Giddens	Jane Taylor
Sheila Jones	Debbie Wright
Eddie Dyal	Gloria Banks
Roger McDonell	Cathy McCook
Bob Ice	Jennette Grady
John Deveau	Kay Maketansky
Margaret Coleman	Chris Hansen
Etta Touchton	Jeannie Taylor
Susan Goodell	Jeanette Williams
Joyce Witt	Alvera Mills
Beverly Canova	Janet Allison
Diane Dwyer	Marjorie Schultz
W. T. Gibson	

Christmas Blessings





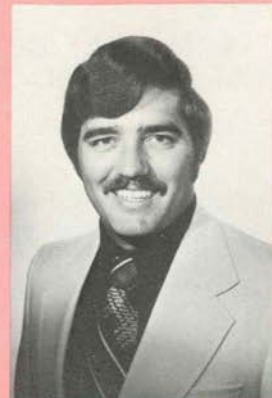
Mel Yost



Brenda Shepard



Helen Higginbotham



Russ Anderson

MEL YOST PROMOTED TO PROVIDER REIMBURSEMENT COORDINATOR

Dudley Bumpass, Director of the Provider Reimbursement Department, has announced the promotion of Mel Yost to Training and Development Coordinator in his department.

Mel transferred from the Accounting Department to fill this position. He has been an employee since January, 1966 and has held the positions of Assistant to the Controller, Corporate Planning Assistant, and Coordinator.

Mel's primary responsibility is to assist in the development of a Medicare Principles Text Book and conduct seminars throughout the state on Principles of Medicare for hospital employees who are directly and indirectly involved in the accumulation of data and statistics necessary under the Medicare program.

A survey was sent to approximately 220 hospitals in October asking if providers felt a need existed for such a program, and if yes, the approximate number of their staff that would be enrolled. Of the 220 providers surveyed, 159 responses were received, 156 of which were affirmative and 3 negative. The number of participants indicated by the 156 providers was approximately 424 provider employees.

Mel holds a BA degree from St. Lawrence University with an Accounting Major and a Master's degree from New York State College for Teachers in Education.

BRENDA SHEPARD PROMOTED TO LAKE CITY SUPERVISOR

Brenda Shepard's promotion to Supervisor of the Lake City office has been announced by Bill Hussian, Manager of Data Recording, effective October 7.

Brenda was employed as a DCT student in Cashiers in September, 1965 and also worked as office Clerk in that department. She was promoted to Control Clerk in Quality Control in July, 1969 where she worked until February, 1973 when she moved to Lake City when our Data Recording office was opened. In May, 1973, Brenda was hired and served as a Section Leader until her promotion to Supervisor on October 7.

She is a native of Jacksonville where she graduated from Paxson Senior High School. She is married to Roger and they have one child, Deann, two years old. Her hobbies include bowling, sewing and water skiing.

HELEN HIGGINBOTHAM PROMOTED TO SUPERVISOR OF SPECIAL CLAIMS

The promotion of Helen Higginbotham to Supervisor of Medicare B Special Claims has been announced by Bill West, Special Assistant, effective September 30.

Helen has been employed with the Plans since January, 1969, and has extensive knowledge in Special Claims. Other jobs have included a Claims Examiner in Routine Claims, Claims Examiner in Special Claims, and Section Leader in Special Claims until her promotion.

She is a native of Jacksonville where she graduated from Andrew Jackson High School. She is married to Lawrence and they have two sons, Delvin and Don. Both of their sons are married and Don has one son, Mike. Grandma Helen enjoys Mike's visits and shows him the animals on their "spread" north of Yulee. Her hobbies are sewing, swimming and sports.



RUSS ANDERSON PROMOTED TO EMPLOYMENT MANAGER OF HUMAN RESOURCES

The promotion of Russ Anderson to Employment Manager of the Human Resource Division was announced by John Slye, House Counsel, effective November 4.

Russ began working here in August, 1973 as Special Assistant to Bob Schumacher, Director of Manpower Planning and Human Resources. He was later promoted to Assistant Employment Manager in July, 1974, a position he held until his recent promotion. He was Manager of the Personnel Department with Sears & Roebuck in Atlanta before joining the Plans.

He is a native of Jacksonville, graduated from DuPont High School, and has a BA degree from Newberry College, Newberry, South Carolina. He is a member of Alpha Tau Omega and is a Deacon with the First Christian Church. His hobbies include golf, tennis, and bridge and he is married to Carol.

AMERICAN CANCER SOCIETY MAKES AWARD TO FRAZIER SINCLAIR

Frazier Sinclair, Assistant Manager of Mail Operations, has been of valuable service to the American Cancer Society for more than a year and was surprised on October 7 when ACS awarded him a plaque for his service.

Mrs. Agnes Barton, President of the Duval County Unit of the ACS, presented the plaque to Frazier specifically for his assistance in handling mailings for ACS. Said Mrs. Barton, "Without the use of the inserting equipment in Frazier's Mail Operations Department, we would never have been able to complete the stuffing of thousands of pieces of mail which we distribute from time to time."



Frazier Sinclair shows where he'll hang the plaque he received from the American Cancer Society.

LUCILLE WHITE HAS CHRISTMAS SPIRIT YEAR 'ROUND



Lucille White

To Lucille White, Christmas-time is not the only time of year for sharing with others.

A secretary to Bill Hubbard and Bob Yates in the Hospital Relations Department, Lucille participates in a year 'round program of giving to the Jacksonville Blood Bank. She has donated seven pints of blood when the mobile unit has visited our complex for our blood drive. Her eighth and ninth pints were donated at the Blood Bank when she received an urgent call.

Last March she walked 20 miles for the March of Dimes earning \$60.00 from various sponsors for her efforts. In October she was riding her bicycle for the American Cancer Society. Her help in this bike-a-thon by riding 34½ miles earned \$80.00 from sponsors for the Cancer Society.

This little lady is too diminutive to be mistaken for a Santa Claus, but she, in her own way, symbolizes a "giver" throughout the year.

IT'S A HOLE-IN-ONE FOR JEFF CLYATT



Jeff Clyatt

On October 18, before daylight savings time went off, it was still light at 6:30 on that Friday afternoon. Jeff Clyatt and O. J. Gonzalez had just finished playing 18 holes at The Dunes Golf Course in the Fort Caroline area. O. J. wanted to play 3 or 4 extra holes before it got dark and luckily for Jeff he went along with the idea.

After finishing the 13th hole Jeff teed up on 14 and hit "a real good shot" to the par 3, 192 yard green. Jeff laughed and said, "That's probably a hole in one!" Riding up to the green the ball was nowhere to be seen, and O. J. beat Jeff to the hole and yelled, "You were right!"

Jeff has been an employee for eight years and is a Systems Analyst in the Systems Development Department where he works with O. J. Jeff was the 1974 President of the Employees Club Golf League and also played on the Blue Cross #1 softball team which won the intramural play-offs against eight other teams.

Jeff is contacting a national golf association to receive a plaque which is awarded to any golfer who wins the distinction of having a hole-in-one. The ball he hit will be mounted on the plaque.

Jeff's co-worker, Thelma Johnson, surprised him at work with a homemade cake lettered "Congratulations on your hole-in-one."

JOHN DULANEY ELECTED SECRETARY OF A.S.T.D.



John Dulaney

John Dulaney, Training Specialist, was elected to serve for one year as Secretary of the North Florida Chapter of the American Society for Training and Development at its regular monthly meeting on September 25. John joined the Plans last January and has been concentrating on the area of management development training.

Our organization is also represented in the local A.S.T.D. Chapter by:

Don Haney, Manager, Training & Development; Patricia McCall, Training Specialist in the Training & Development Department (new Publicity Chairwoman for 1975); Bob Hulsey, Sales Training Coordinator in the Marketing Division.

The local Chapter is quite active with 46 participating members. The Fall Florida State A.S.T.D. Conference was hosted by the North Florida Chapter on October 2, 3, and 4.

Section Leader Promotions

Sandra Horne was promoted from Data Recorder Operator to Section Leader of the Data Recording Department in the Lake City branch office. Sandra has been employed with the Plans since May, 1973.

She is a native of Lake City where she graduated from Columbia High School. She served in the Marine Corps for two years where she was a keypunch Operator and Section Leader and was discharged as an E-3. She is married to Corbett and they have three girls, Teresa, Lisa and Becky. Her favorite hobbies are camping and sewing.

* * * * *

Thelma Shirley was promoted to Section Leader of Special Claims Examining. She has been an employee since May, 1968 and other jobs with the Plans have included Claims Examiner in Unassigned Claims and Special Claims Examiner until her recent promotion.

She is a native of Huntington, West Virginia where she graduated from Vinson High School. She has one daughter, Gloria Deen, and two grandsons, Billy and Patrick. Her hobby is sewing.

* * * * *

Rose Sluder was previously a Telephone Information Clerk and Team Leader before her promotion to Section Leader of Medicare B Correspondence. Rose has been an employee since March, 1969.

She is a native of Emporia, Kansas where she graduated from Emporia High School. She is married to Harry and they have two children, Sharon and Evon. Her hobbies are sewing and handicrafts.

Rose just won two second place ribbons in the Arts and Crafts show and has previously won many awards in our show and the Jacksonville Fair. She has served as a PROFILE Reporter for several months.

* * * * *

Two promotions have been announced in the Medical Department:

Loretta Johnson was promoted from a Review Analyst to Section Leader in the Informal Review Department on September 23. She's been an employee since August, 1967.

Loretta is a native of Malone, Florida and graduated from Andrew Jackson High School. She is married to Buddy and they have one son, Buddy, Jr.

Dot Griggs was promoted from a Pre-Payment Analyst to section Leader of the Pre-Payment Screening Department on September 23. She was employed in April, 1968.

Dot is a native of Asheville, North Carolina and attended Gardner Webb College in Boiling Springs and Blanton Business College in Asheville, both in North Carolina, and Southern Methodist in Dallas, Texas.

She is married to Gordon and they have one daughter, Linda McBride who works in the Federal Supplemental Department. Her hobbies are sewing, reading and gardening.

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Thirteen Correspondents in Medicare B Correspondence have been promoted to Section Leaders:

Karen Barton has been an employee since November, 1973. She is a native of Jacksonville and graduated from Forrest High School. She is married to Paul and her hobbies are swimming and horseback riding.

* * * * *

Majorie Eyles has been an employee for the past 11 months. She is a native of Jacksonville and graduated from Central Adult. Her hobbies include skiing and fishing.

* * * * *

Wendy Myers has been an employee since January, 1974. She is a native of Cleveland, Ohio and graduated from Lakewood High School in Lakewood, Ohio. She attended Sullins College for one year and her hobbies are music and tennis.

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Geraldine Duhart has been employed with the Plans since October, 1971. She is a native of Jacksonville where she graduated from Matthew Gilbert High School. She attended Florida Junior College for two years. She is married to William and she enjoys sewing and listening to music.

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Sharon Perry has been employed with the company since February, 1971. She is a native of Collins, Georgia and graduated from Stanton Vocational in Jacksonville. She has two children, Walter and Michael, and she enjoys reading.

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Chris Woods joined the Plans in October, 1973. She is a native of Clarksdale, Mississippi where she graduated from Clarksdale High School. She is married to Michael.

* * * * *

Judy York has been an employee since October, 1973. She is a native of Callahan, Florida where she graduated from Edward White High School. She is married to Barry, and they have one daughter, Kimberly. Her hobbies are swimming and "reading interesting books."

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Gloria Mitchell has been an employee since March, 1973. She is a native of Jacksonville and graduated from New Stanton High School. Her hobbies are sewing and dancing.

Gloria Brooks has been an employee with the Plans since May, 1972. She is a native of Jacksonville and graduated from New Stanton High School. She attended Edward Waters College for 2½ years. She is married to Charles and they have one daughter, Irene Joyce. Her hobby is sewing.

* * * * *

Ruby Adamson has been employed with the company since May, 1972 and was first employed as a Claims Examiner. She is a native of Winter Haven, Florida where she graduated from Winter Haven High School. She is married to Harry and they have two children, Vernon and Lajeremy. Her hobby is sewing.

* * * * *

Jeanne Ludwig came to work in July, 1973 as a Special Correspondence Clerk. She is a native of Whitesville, New York where she graduated from Whitesville Central High School. Jeanne is married to James and they have three daughters, Patricia, Janet and Connie. Her youngest daughter, Connie Levitt is a 5-year employee with Blue Cross and Blue Shield. Her hobbies are fishing, reading, and cooking.

* * * * *

Kenneth Telfair has been an employee since August, 1973. He is a native of Ozark, Alabama and graduated from Belle Glade High School in Belle Glade, Florida. He attended Florida Memorial College in Miami for one year. His hobbies are fishing, dog races and movies.

* * * * *

Brenda Hicks has been employed with the Plans since August, 1973. She is a native of Jacksonville where she graduated from Maranatha Academy. She has attended Florida Junior College for 1½ years. She is married to James and her hobby is sewing.

Cathy Shane was promoted from a Claims Examiner to Section Leader of Medicare B Special Claims, effective August 19. She has been employed with the Plans since September, 1973 when she worked part time as a Claims Examiner when she was a CBE student.

She is a native of Kingston, Ontario, Canada, and graduated from Fletcher Senior High School in Neptune Beach. Her hobbies are swimming, dancing, and ceramics.

* * * * *

Mary Henry was promoted to Section Leader of CHAMPUS Claims on September 9, replacing Joyce Conley who was promoted to Supervisor of the Support area. Mary has been an employee with the Plans since January, 1969 and reports to Supervisor Marilyn Stone, Claims area.

She is a native of Columbia, Alabama, is married to Harold, and is a member of Women Involved In Community Activities. Her hobbies are sewing, crocheting, and tennis.

FJC CLASS FOR SYSTEMS AND DEVELOPMENT EMPLOYEES

The Training and Development Department coordinated a communications class with Florida Junior College for the Systems and Development Department in October. This is the second such session Systems and Development has offered its employees.

FJC Instructor Jim Sutherland conducted four sessions for 82 of our employees ranging from Managers to Junior Programmers. Two programs were designed to improve communications between the technical area and the user departments. A variety of teaching techniques was used including lectures, group discussions, and films.



This is one of several discussion groups formed at the FJC communications session for Systems and Development employees.

OFFICE SERVICES EXPLORER POST ESTABLISHED

Blue Cross and Blue Shield of Florida have established an Office Services Explorer Post. On October 22, our Senior Vice President, Joe Stansell, hosted a First Nighter for a group of young adults who expressed an interest in Office Services through a student career interest survey in their high school.

An Explorer Post offers young adults an opportunity to further their career interest in a specified field.

Our Office Services Explorer Post will have five young adult officers: President, First Vice President, Second Vice President, Secretary, and Treasurer. These five persons will guide the Post program efforts with the support of the Post Committee, which consists of: Don Haney, Betty Collins, Jackie Jones, Patricia McCall, Jackie McKenzie, and Clara Rose. The Post Adviser is Vicki Wengrow of the Training and Development Department.

Programs will be presented by Blue Cross and Blue Shield employees dealing with various Office Services in our organization twice a month to these young adults.



Mr. Stansell addresses a group of young adults on Explorer Night, October 22, who met that evening on the 20th floor.

weddings



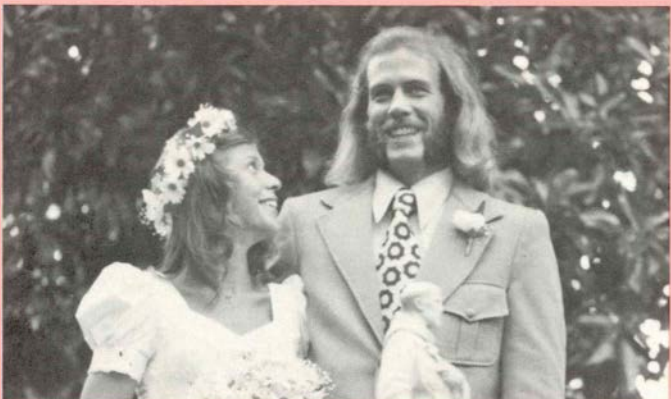
Patricia Castelvechi and Michael O'Nan were married on August 31 at Friendship Park. Employees who served as bridesmaids are Mary Johnson, Quality Control and Mary Moody and Carolyn Latham in Utilization Review.

Patricia, an employee since October, 1971, is a Supervisor in Utilization Review. She is a native of Kansas City, Missouri and graduated from Bishop Kenny High School.



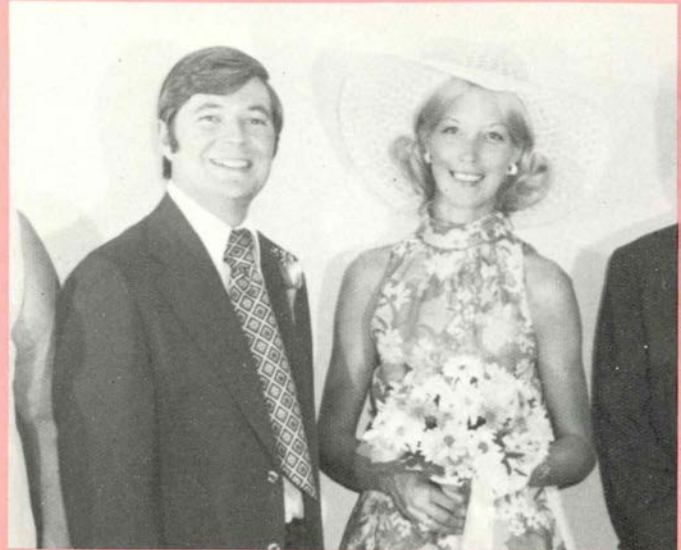
Brenda Miller was married to Lincoln Alexander on July 20 at the St. Joseph's Catholic Church. Helen Pettaway of the Subrogation Department served as Maid of Honor. Brenda and Lincoln honeymooned in the Bahamas.

Brenda has been an employee since October, 1972 and is a Senior Data Operator in the Data Entry Department. She is a native of Alabama and attended Massey Business College for two years.



Bonnie Day was married to Windy Hanson on June 21 on the grounds at the Lake Shore Presbyterian Church followed by a honeymoon at Lake Tahoe.

Bonnie is a secretary to the Manager of Field Audit in the Provider Reimbursement Department and has been an employee with the Plans for one year. She has attended Florida Junior College.



Sandi Hill became the bride of David Wilson the afternoon of August 17 in a wedding at the home of the bride's aunt and uncle in Jacksonville.

Sandi is a Senior Peer Review Analyst in the Utilization Review Department in which she has worked for five years. She has been an employee for nearly eight years. She is Secretary of the Employees Club for 1974 and is one of three charter PROFILE staff members, serving July, 1968.



Ann Gregory and Steve Wilbanks were married on July 19 at the Spring Glen Methodist Church. Carol Winn of Subscribers Service served as a bridesmaid and Mary McGregor, also of Subscribers Service, served.

Steve graduated from Paxton High School and has been an employee with the Plans for five years. Ann graduated from Englewood High School and has been an employee since January, 1973. She is the daughter of Lydia Gardner who is a Supervisor in Blue Shield Processing. Both Ann and Steve work in the Subscribers Service Department.



Vickie Lynn Drury and Leslie DeVille were married on August 31 in the Wesconnett United Methodist Church. Following a reception at the home of the bride's aunt and uncle, the couple honeymooned in Daytona Beach.

Vickie is a Claims Examiner in Medicare B and has been employed since July, 1974. Both were graduated from Forrest High School. (No photo available.)

Branch Happenings

Daytona Beach Welcomes Bill Howard

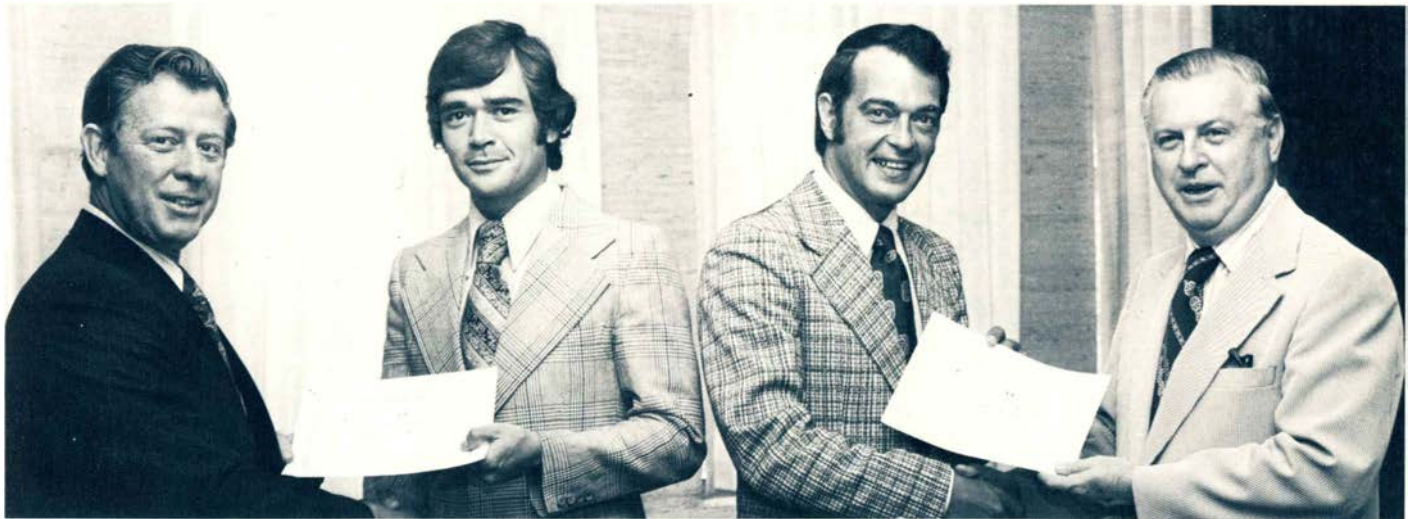


Bill Howard, who has been a Group Representative in Orlando since March 1, 1972, has been transferred to the Daytona Branch office as of October 1.

The staff held a "ribbon cutting" ceremony for Bill, and the Daytona Beach Chamber of Commerce officials were also on hand to welcome him to their fair city. Sales Training Coordinator Bob Hulsey from Jacksonville also attended the festivities.

Bill is surrounded by his co-workers, from left, Judy Doerschuk, Gerri Wendig, and Marilyn Hiatt who is the veteran at the office with over two years service.

Two New Representatives Complete Training



From left are Mr. Stansell, Bob Wieckert, Ken Groh and Mr. Herbert.

The Marketing Division has announced the selection of Kenneth Groh and Robert Wieckert as New Group Sales Representatives in Sarasota and Orlando. They have completed their sales training in Jacksonville and received their Certificates of Qualification from President J. W. Herbert and Senior Vice President W. J. Stansell.

Kenneth, a native of the Chicago area, will be working out of the Sarasota office. He was previously self-employed in the insurance business for 1½ years and also was with Prudential Life Insurance Company

for seven years. He completed a two-year course in Life Underwriting at Joliet, Illinois Junior College which is a prerequisite to studying to become a Chartered Life Underwriter. He is married to Donna, and they have two sons, Steven and Scott. His hobbies include swimming and fishing.

Bob is working out of the Orlando office and was previously employed by Continental National Assurance Group in Chicago for eleven months. He holds a BS degree in Marketing from Northern Illinois University in DeKalb, Illinois, is married to Audrey, and they have one son, Danny. His hobbies include golf and tennis.



Most of us breathe 12 to 15 times a minute. And never know it. For a million and a half Americans suffering from emphysema, each breath can be a major struggle. Thirty-five million others—men, women and children—are under attack by other respiratory diseases such as asthma, tuberculosis, hay fever, or bronchitis.

Lungs are priceless. That's why Christmas Seals are precious. Christmas Seals say you believe in fighting lung disease, in better health education, in further medical research, in anti-pollution work, in helping people lead healthier and happier lives.

Your gift to Christmas Seals does all this and more. When you use Christmas Seals you also remind others to join you in this cause. For life and breath, give more to Christmas Seals.

 **FIGHT
LUNG
DISEASE**

Fight emphysema,
tuberculosis, air pollution

Space contributed by the publisher as a public service