

quick connections

April 20, 2000

PUC gets nod from employees

An employee survey completed after two-way communication meetings were held on BCBSF's Public Understanding Campaign (PUC) shows generally favorable reaction to the initiative.

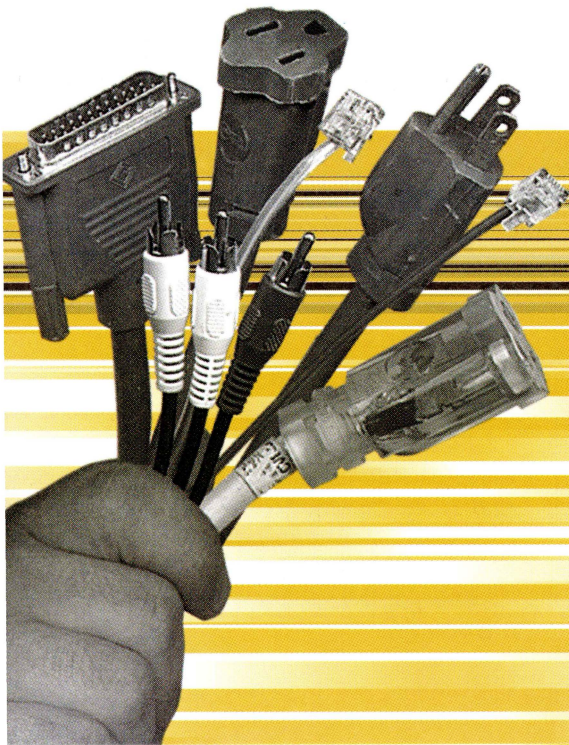
The three-phase campaign, "BCBSF Leads Industry Change," which kicked off in January, is designed to differentiate us from the competition as a catalyst for change.

Of those responding to the survey, 88 percent understand why the company initiated the effort and how it is linked to our Corporate Direction and Brand Strategy. Additionally, 81 percent said they have a good understanding of the campaign's goals. Nearly three-quarters believe the Public Understanding Campaign will help to differentiate BCBSF from its competition.

Phase I of the campaign kicked off with radio and newspaper ads that built on BCBSF's known strengths and presence in the marketplace. About 68 percent of responding employees said they heard one of the Public Understanding Campaign commercials on the radio; about 33 percent saw one of the newspaper ads.

Look for more information about the Public Understanding Campaign in the spring issue of Perspectives coming soon.

Quick Connections is available online at Corporate Information/Blue Views on the company Intranet.



Blue Views



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association



BlueCross BlueShield of Florida

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IA gets \$2.5 million contract

Wal-Mart Stores, Inc., has signed a contract worth \$2.5 million in annual revenues with Integrated Administrators (IA). The BCBSF subsidiary administers workers' compensation plans for self-insured employers.

IA will provide all 178 Florida Wal-Mart and Sam's Club stores with workers' compensation services. The services include claims administration, access to our medical provider network, managed care case management, and litigation coordination.

The contract was awarded after only six months of a one-year pilot project. Under the pilot, IA provided claims administration and managed care for about one-third of Wal-Mart's Florida stores and managed care for another third. The balance of the stores in Florida continued to be served under the retailer's previous arrangement.

IA offers a "sports-medicine" approach to treatment that has an early-return-to-work focus for injured employees.

"We were confident that our integrated approach could save them money," said Terry Gibson, director of marketing and product development.

Under the agreement, Integrated Administrators agreed to do all claims processing on Wal-Mart-provided PCs that connect directly into their system.

HabiJax volunteers needed

If you've ever thought about volunteering for HabiJax, here's your opportunity.

BCBSF volunteers are needed to help with various activities Saturday, May 13, and during the week of May 15 to 19, in the Eastbrook/Westbrook area of Jacksonville's northside. Volunteer chores will run the range from installing vinyl siding to painting, landscaping and housekeeping, depending upon the daily schedule. Why not ask adult family members and friends to join you? No special skills are needed.

HabiJax has helped 500 families escape the cycle of poverty housing in Jacksonville. Prospective HabiJax owners buy their homes at cost with no interest on the mortgage. A small down payment is required and the homeowner must invest 300 hours of labor, called "sweat equity." A local affiliate of Habitat for Humanity International, HabiJax plans to construct 200 homes this year.

BCBSF volunteers will need permission from their managers to participate during work hours. For more information or if you are interested in volunteering, call Ryan Chamberlin at extension 53024 for full details.



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Remember Professional Secretaries' Day, April 26.

Advantage65 expands to Brevard County

BCBSF continues to expand the availability of its Advantage 65 Medicare supplement products. Advantage65 Select E and Advantage65 Premier Select B and D are now available in Brevard County, bringing the total number of counties offering these products to 38.

Three Brevard hospitals were added to the network: Holmes Regional Medical Center, Melbourne; Palm Bay Hospital, Palm Bay; and Cape Canaveral Hospital, Cocoa Beach.

Brevard County has a population of more than 470,000, an estimated 17 percent of which are over 65.



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Annual Report, *Florida Blue* win Communicator Awards

Billy Crystal may give away Oscars, but BCBSF is getting its own crystal awards—the Communicator Awards, that is.

A national organization that recognizes outstanding work in the communications field, the Communicator Awards has given top honors to BCBSF's 1998 Annual Report, our member magazine, Florida Blue, and Florida Blue's Web edition.

The international competition included 2,508 entries vying in about 170 award categories. The crystal Award of Distinction goes to projects that exceed industry standards in communicating a message or idea and serve as a benchmark for the industry. Entries are judged by communications professionals who use a point system to grade each entry.

Direct EC Work Requests to the Help Desk

The Corporate Help Desk began processing Electronic Commerce Work Requests using Exchange (email) as of April 17. This change applies to anyone using the following forms to request Information Technology (IT) development and/or enhancements:

- *EC Work Request (ECWR) form*
- *Internet Work Request (IWR) form*
- *Web Development Application (WDA) form.*

To complete one of the above forms in Exchange, click on "Compose" located on the top of the menu bar. Select "New Form" and choose the appropriate request form. Once completed and sent, your request will go to the Help Desk for logging, and you will receive an email providing a record number. For updates on the status of your request, go to Service Center on your desktop and refer to the record number. If you do not have Service Center on your desktop, direct your queries to the Help Desk at x58737, option 5.

For more detailed information, visit the customer service page of IT's Intranet Website.

***The reward of a thing well done
is to have done it.***

—Ralph Waldo Emerson

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