



THE SAPPHIRE AWARD
2008
PROFILES

RECOGNIZING COMMUNITY HEALTH EXCELLENCE



SAPPHIREAward
THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

THE SAPPHIRE AWARD



Recognizing Community Health Excellence THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

The mission of The Blue Foundation for a Healthy Florida is to enhance access to quality health-related services for Floridians through strategic grantmaking to Florida's nonprofits that serve the state's uninsured and underserved. The Sapphire Award is the result of our desire to recognize programs that create a significant positive impact on health-related outcomes for the state's at-risk people and communities.

The 2008 Sapphire Award honorees represent programs that demonstrate excellence and achievements through processes that can be replicated in other communities and programs. The characteristics that these honorees possess are many. In addition to a creative and passionate approach to serving unmet needs in their communities, these programs demonstrate continuous improvement. As learning organizations, they constantly seek expert advice, updated information on their clients' needs and the latest developments in best practices. As a group, they overcome obstacles to serve their clients, and they network with other service providers to ensure a complete continuum of care. Some programs depend on volunteers, and all of them share a passion to serve their communities. Their work is improving the health of thousands of Floridians who might otherwise go without care.

Congratulations to the 2008 Sapphire Award nominees and honorees!



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.



THE SAPPHIRE AWARD HONOREES FOR 2008

WINNERS (\$100,000 EACH)

All 'Bout Children, Inc., Building Wellness, Resilience, and School Readiness: A Preschool Preventative Intervention, West Palm Beach

Memorial Foundation, Inc., (HITS) Health Intervention with Targeted Services Program, Hollywood

AWARD OF DISTINCTION (\$75,000 EACH)

Bay Cares, Inc., Panama City

Capital Medical Society Foundation, We Care Network, Tallahassee

HONORABLE MENTION (\$25,000)

Charlotte Behavioral Health Care, Healthy Families of Charlotte County, Punta Gorda

The following pages present brief profiles of the organizations and illustrate how they deliver excellence in community health programming in their own ways. We hope their stories will inspire you as they do us.

**2008 SAPPHIRE AWARD HONOREE
WINNER \$100,000**



All 'Bout Children, Inc.

Building Wellness, Resilience, And School
Readiness: A Preschool Preventative Intervention

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All 'Bout Children's (ABC) Building Wellness, Resilience, and School Readiness: A Preschool Preventative Intervention provides on-site mental health programs in child care centers for at-risk children under the age of five years, their teachers and parents. Early intervention and prevention focuses on attachment, resiliency and play, to strengthen growth and development. ABC's mission is to empower teachers and families to create safe and secure relationships through which children reach their social and emotional potential resulting in resiliency and learning readiness. The program is currently offered in five preschools in Palm Beach County, including YWCA Royal Palm Beach, YWCA West Palm Beach, My First Steps Westgate, Little Blue Academy, and Easter Seals West Palm Beach. A trained staff of mental health professionals provides teacher workshops, hands-on modeling in the classroom, small group play therapy, and, on a limited basis, parent-child therapy.

Counselors spend a minimum of 20 hours per week at each school. Adult training is provided in managing children's behavior in the classroom and techniques to be more therapeutic with the children to guide social and emotional growth. Workshops are followed by implementation support. Counselors work in the classroom with the teachers to help them recognize children's emotional distress, anger, depression, and anxiety, and implement new therapeutic means to react to these behaviors. ABC uses graduate interns, and at each school, another individual is trained to serve as a therapeutic facilitator (the "natural helper") in the playroom and as a bridge between ABC and the teachers, staff, parents, and the community. The interns and the facilitators receive supervision by ABC staff.

A total of 273 children are seen in play therapy out of an enrollment of 440 across the five preschools. Twenty-seven families receive therapy at the schools.

ABC collects and evaluates program data to strategically modify the program to assure they are satisfying their goals and using resources most effectively. They use the nationally tested Devereux Early Childhood Assessment (DECA) to measure changes in a child's resiliency factors (attachment, initiative, self-control) as well as behavioral concerns. ABC developed the Attitude, Skill and Knowledge (ASK) scale to measure changes in caregivers' attitudes, skills and knowledge, and vignettes used as pre- and post-tests for workshops. They also developed and use the Teacher's List of Concerns (TLC) and Parent's List of Concerns (PLC) to measure changes in a child's social and emotional status as noted by teachers and parents.

Programming was added in one of the schools in response to findings that early ASK scores indicated teachers were not giving their full support toward changing to a more therapeutic manner with the children. This school received an additional 10-15 hours of program services a week, including mental health counseling for teachers, extra workshops for the teaching staff, and intensive work with the teachers in the classroom. In addition, workshops using the Value Orientation Method (VOM) developed by Harvard social scientists were conducted at this, and three of the other four preschools. The VOM method is designed to help individuals acknowledge and understand cultural differences. Pre and post ASK scores increased for all four schools at a statistically significant level following the workshops. Teachers' scores increased

27% suggesting an improvement in attitude, skills, and knowledge. Post workshop evaluations completed by the teachers rated the workshop and presenters for all four schools at 4.9 out of a possible 5.0.

At YWCA Royal Palm last year, there was a statistically significant ($p < .01$) change in DECA scores. Mean Total Resiliency scores increased 10%, mean Initiative scores increased 19%, mean Self Control scores increased 10%, mean Attachment scores increased 25%, and mean Behavioral Concerns decreased 10%.

At My First Steps Westgate, DECA Initiative scores increased 10% and Behavioral Concerns decreased 10%, both statistically significant levels.

ABC staff receives cultural competency training and supervision. Interpreters are available. Assessment materials have been translated into Spanish and Creole. Relationships with teachers and families have been cultivated to develop the trust needed for people to seek help with sensitive issues. Teachers are provided with mental health support and counseling as well as the students and their parents.

ABC has created a 52-page manual for teachers and parents in English, Spanish, and Creole: "A Way of Being with Children: Managing Feelings and Behavior in the Classroom" as a guide for caregivers.

In September 2008, ABC added new measures and screens to monitor program additions and population concerns. For teachers, the Beck Depression Inventory, the Beck Anxiety Inventory, the Index of Teacher Stress (measuring stress in relation to a specific child), a Measurement of Empathy in Adult Child Interaction (MEACI) based on work at the University of North Texas on child-centered play and filial therapy, and a counseling services survey.

At Easter Seals, 117 parents attended monthly parenting workshops during the past two years.

ABC works with graduate student interns from Barry University, Florida Atlantic University and Nova Southeastern University.

Through internships, ABC is increasing the number of LMHC and LCSW practitioners trained and qualified to work with very young children and their caregivers, and allows for expansion to other early childhood settings.

ABC was the recipient of the 2005 National Easter Seals Award of Excellence (in competition with 72 nationwide Child Development Centers) for their program at Easter Seals West Palm Beach.

Jane Robinson, the Executive Director, and Roxanne Grobbel, the Associate Director, have written a chapter regarding the program entitled, "Play Therapy Techniques with Very Young At-Risk Children in Child Care Settings" for the book, *Play Therapy for Very Young Children*, edited by Charles Schafer, Judith McCormack and Sephronia Kelly-Zion, published August 28, 2008.



2008 Sapphire Award Winner
All 'Bout Children, Inc.

**2008 SAPPHIRE AWARD HONOREE
AWARD OF DISTINCTION \$75,000**



Bay Cares, Inc.

Healthcare Access Program

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Bay Cares, Inc. is a joint partnership between Bays Medical Society and the Bay County Health Department to provide specialty medical care referrals and treatment coordination for uninsured, low-income patients. Begun in 1991 to serve Bay County, the program expanded in 1999 to also include nine surrounding rural counties, all lacking medical specialty providers. In addition to Bay County, Bay Cares serves Calhoun, Franklin, Gulf, Holmes, Jackson, Liberty, Wakulla, Walton, and Washington counties. All services are provided free of charge by physicians, specialty medical services, Bay Medical Center, and Gulf Coast Medical Center. Originally sponsored by Bays Medical Society, the Bay County Health Department assumed oversight management in 2002. The program coordinator is supervised by health department staff and is the only paid Bay Cares staff. The office is located in the health department. Marilyn "Duke" George has been the Bay Cares Coordinator since 1997.

The Program includes:

- Specialty Medical Care referral and treatment coordination. All services are provided free of charge.
- A Chemotherapy Program for cancer patients requiring chemotherapy treatment. Chemotherapy is procured for patients, and local oncologists administer the infusions free of charge.
- A Prescription Assistance Program. The program is set up to order prescriptions directly from the pharmaceutical companies through their compassionate care programs. The program is automated, with the computer system prompting reorders of prescriptions for a 90-day supply.

The majority of patients have either cancer or heart disease and fall between the ages of 45 and 65. The two participating hospitals provide a wide range of laboratory, diagnostic and medical-surgical services, including

Value of services provided

Estimated Value of Services Provided					
Year	Patients Served	Physician and Specialty Services	Bay Medical Center	Gulf Coast Medical Center	Total Estimated Value of Services Provided
2004	864	\$1,447,000	\$3,750,000	\$441,488	\$5,638,488
2005	860	\$1,316,571	\$4,250,000	\$317,447	\$5,884,018
2006	889	\$1,424,453	\$5,350,000	\$299,301	\$7,073,754
2007	901	\$1,492,605	\$5,250,000	\$398,326	\$7,140,931
TOTALS	3,514	\$5,680,629	\$18,600,000	\$1,456,562	\$25,737,191

2008 Sapphire Award Honoree
Bay Cares, Inc.



widespread critical care with many intensive care units, outpatient and inpatient surgery including open-heart surgery, obstetrics and gynecology, gastroenterology, a sleep disorders center, and a pediatric unit, among other services.

There are currently 127 volunteer physicians participating in the program. Many have been involved since the program's inception.

Following the success of the prescription assistance program, begun for Bay Cares patients by the coordinator in December 2006, the health department assumed funding of the program and expanded it to include all eligible Bay County residents.

In December 2003, chemotherapy services for uninsured patients in the area were discontinued, leaving patients with no local resource for chemotherapy treatment. Ms. George secured a commitment from local oncologists to treat Bay Cares cancer patients if they could receive the medication at no charge. A compassionate care

prescription assistance program that would provide chemotherapy medications to the oncologists was located, and a procedure developed for the program. There is a one-time fee of \$30 for a cancer patient to receive free medicine, which Bay Cares pays for out of collected donations for all qualified patients. The medicine arrives in 2-3 weeks. The Program Coordinator contacts local oncologists who agree to infuse patients free of charge. Since 2004, 70 patients have been treated in the chemotherapy program.

Ms. George has trained new coordinators from other We Care programs.

Bay Cares was a finalist honoree in the inaugural round of The Sapphire Award in 2005.

Ms. George received an individual Davis Productivity award in 2006 for the Bay Cares chemotherapy program.

2008 SAPPHIRE AWARD HONOREE AWARD OF DISTINCTION \$75,000



Capital Medical Society Foundation We Care Network

We Care Network coordinates donated specialty medical care to uninsured residents of Leon, Gadsden, Jefferson, and Wakulla counties with income below the Federal Poverty level. Created to maintain an organized referral system between primary and specialty medical care providers, services were expanded in 2002 in Leon County to include dental care. The Network has also established a Patient Assistance Fund (PAF) to help obtain prescription medications, transportation, and medical supplies for patients.

Four case managers coordinate delivery of donated dental and specialty medical care to qualified patients. Each case manager carries an average of 200 active cases, with additional short-term management cases. Short-term case management includes assisting those who qualify in accessing Medicaid, Medicare and Vocational Rehabilitation. Thirty percent of referred cases qualify for Federal programs. Case managers also help complete pharmaceutical Patient Assistance Program (PAP) applications to obtain prescription medications donated by participating pharmaceutical companies for qualifying patients. In collaboration with Tallahassee Memorial Healthcare, Capital Regional Medical Center, 315 volunteer physicians, 48 volunteer dentists, and over 30 ancillary partners, We Care Network donated over \$3 million in free medical and dental care to approximately 850 qualified patients last year.

Patients are referred to the We Care Network through primary care homes, CareNet, local emergency departments, and physicians' offices. When patients qualify for the program, their records are gathered and organized prior to their specialty care appointment. If patients do

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not have a primary care home, We Care Network helps with placement into a Federally Qualified Health Center. Patients remain in the We Care Program an average of 18 months. However, there are no time limits for duration of care. Some patients have been in the system for over eight years.

Since its inception in 1992, We Care Network has served over 9,000 patients, leveraging \$34 million in free medical and dental care.

Last year, through the Patient Assistance Fund, case managers helped 311 patients procure free medications, and obtained 68 bus passes, 10 rides and two gas cards when patients had no other alternative. In addition, they helped 409 patients apply for the pharmaceutical Patient Assistance Program, obtaining an estimated \$180,000 in free prescription medications.

We Care staff worked closely with the Florida Department of Health and the Florida Medical Association to change the Sovereign Immunity contract in Florida to link volunteer physician responsibility for caring for referred patients to the organization for which the physician is volunteering. As the Sovereign Immunity contract was previously written, volunteer physicians could be responsible for any referral from anywhere in the state of Florida. This change was more acceptable to some volunteer physicians and encouraged subsequent enrollment of 80 physicians into the Sovereign Immunity program.

We Care Network's Project Dental Care of Leon County has 48 volunteer dentists, accounting for half of all the dentists in Tallahassee. Last year, they helped 189

patients, leveraging an estimated \$94,923 in free services. The services included dental exams, x-rays, extractions, fillings, periodontal care, and dentures.

Collaborating with the Leon County Health Department's Dental Clinic, We Care Network offers an additional six Dental Clinic days a year. Leon County provides the facility. The Network schedules dental appointments for their patients and provides the volunteer dentists. Last year, they provided 212 additional dental services. In 2007, Project Dental Care expanded operation into Wakulla County, and in 2008, into Gadsden County. With guidance from We Care Network, the Gadsden County Health Care Council is in the process of starting its own dental clinic days.

We Care Patient Satisfaction Surveys from March 2006 through June 2008 reveal that of 260 respondents, 98% were satisfied with the overall care they received; 95% were satisfied with the case manager's services; and 94% felt that the services they received helped them with their illness.

In 1992, Lotus Corporation donated a blank program template to We Care. A volunteer with technical expertise, along with We Care staff, created, developed, and designed Patient Tracker, which allows tracking of patient care and the value of physician donated services. This enabled them to streamline patient records, follow-up appointments, referrals, and laboratory results.

We Care has helped other non-profit organizations with data management by sharing software. They donated user licenses and templates to help other nonprofit organizations in Pittsburgh and Iowa. Locally, they have helped Neighborhood Health Center and in Miami, Reach Out, with data documentation.

In 2007, We Care collaborated with Capital Medical Society and the Tallahassee Dental Association to coordinate a joint Continuing Medical Education seminar for doctors and dentists.

We Care initiates a quarterly conference call with similar programs in Florida to share ideas and solutions that have been successful in their practices.

They have also participated in the "Reach Out" initiative of the Robert Wood Johnson Foundation. The initiative convened 39 varying medical programs around the country where ideas were shared. Their summary article appeared in the January 2000 Journal of the American Medical Association.

The We Care Network has an internal quality improvement system where volunteer physicians periodically review records to verify the appropriateness of referrals.



2008 Sapphire Award Honoree
We Care Network

2008 SAPPHIRE AWARD HONOREE HONORABLE MENTION \$25,000



Charlotte Behavioral Health Care, Inc. Healthy Families Charlotte County (HFCC)

Healthy Families Charlotte County (HFCC) is part of a statewide, nationally accredited, community-based, voluntary, home visiting program designed to prevent child abuse and neglect. Expectant families and families with newborns less than three months of age are eligible for assessment for risk factors that challenge effective parenting. The goal of the program is to enhance parental abilities to create stable and nurturing homes and develop positive parent-child relationships, promoting healthy child development, and helping families meet social and medical needs.

Fifteen trained paraprofessionals provide in-home case management, educate parents about child health and development, teach problem solving skills, screen for developmental delays, model positive parent-child interactions, connect parent and child to medical care, and help families monitor home safety, immunizations, and well-child care according to schedule. Home visits are conducted once a week for parents of children ages up to 1 year. Thereafter, the frequency of visits is reduced. The schedule is flexible, depending upon the needs of clients and their families. The program duration runs from birth to 5 years old.

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In 2007-2008:

- 97% (36/37) of participating children were up-to-date on immunizations and well-baby checks by age 2.
- 100% (96/96) of children enrolled in the program six months or longer were linked to a medical home.
- 100% (111/111) of primary participants enrolled six months or longer were linked to a medical provider.
- 98% (195/199) of participants did not have a subsequent pregnancy within two years of their last delivery.
- 97% (293/303) of participants experienced no findings of abuse or neglect during their involvement in the program.

After completion of the program, HFCC follows up with families for one additional year. Last year there were no findings of abuse or neglect among children of families in this group (0/27).

Each year, Healthy Families Florida conducts a participant satisfaction survey. In 2007, a total of 136 respondents (87.7% of the surveys distributed) reported 100% satisfaction with the service they received from HFCC.

Bilingual staff members have been recruited to meet the growing needs of Spanish-speaking clients in the area. Written materials and audiovisual teaching materials are available in Spanish.

Advocating for their homeless clients led to the creation of a shelter for women and their families in Charlotte County. HFCC also persuaded local pediatricians to accept Medicaid. Through collaboration with other agencies, the Charlotte County Women's Center was developed to provide prenatal care to pregnant women.

HFCC is accredited by Healthy Families America and Prevent Child Abuse America.

HFCC utilizes nationally recognized measurement tools including the Parent Stress Index and the Healthy Start/Healthy Family Universal Screen.

HFCC incorporates components for effective early childhood policies and practices identified by "A Science-Based Framework for Early Childhood Policy" (2007) at Harvard University's Center on the Developing Child. These components include early and intensive support from skilled home visitors, access to basic medical care for pregnant women and children, and quality standards and monitoring of service delivery on a routine basis.



2008 Sapphire Award Honoree
Charlotte Behavioral
Health Care, Inc.
Healthy Families Charlotte County

2008 SAPPHIRE AWARD HONOREE WINNER \$100,000



Memorial Foundation, Inc. Health Intervention With Targeted Services (HITS) Program

The Health Intervention with Targeted Services (HITS) Program is designed to eliminate barriers for uninsured and underinsured individuals by bringing quality outreach and healthcare services directly to needy neighborhoods. The goal of the program is to improve the health status of targeted, uninsured residents of South Broward County by identifying and screening individuals for outreach assistance, and linking residents to government-sponsored insurance programs or to Memorial Primary Care Program services as needed.

Using the Memorial Healthcare System (MHS) computer database, uncompensated patient care, uninsured emergency room usage, and chronic disease admissions were analyzed according to patients' zip codes, and a geographical map was created for outreach. Neighborhoods where approximately 5% of the residents were uninsured were targeted for help. A pilot program was launched in November 2006 in the Liberia neighborhood in Hollywood, Florida. Three additional projects have since been completed in the neighborhoods of Royal Poinciana, Hallandale, and West Park. Currently, a fifth project in Southwest Hallandale will conclude in December 2008.

HITS forms partnerships with trusted, faith-based, and community-based agencies to create a presence in the targeted area. The program is structured in a six-month time frame during which partner agencies, HITS team eligibility specialists, and neighborhood coordinators conduct community health events. They offer education and monthly health fairs, providing

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physical exams and health assessments using the Memorial Mobile Health Center (MMHC). They offer health screenings for blood pressure, cholesterol, and diabetes. Twice a week, the MMHC goes to the targeted neighborhood for health care outreach. Additionally, a bilingual eligibility specialist goes door-to-door assessing clients' eligibility for insurance, and where applicable, helps them complete applications for government-sponsored insurance programs using a laptop computer. The HITS team is able to access government databases to check on the applicant's qualification and status, expediting the application process. This sometimes facilitates assisting residents with applications to other government-sponsored programs like food stamps as well. Those individuals who do not qualify for a government program are assessed and enrolled in the Memorial Primary Care Program. Copies of all necessary documents required for these applications are given to the residents using a portable copier. Primary Care Cards are often distributed on the spot.

The HITS program has screened 2,590 individuals from 1,109 households across four targeted neighborhoods since 2006.

A total of 185 individuals have been enrolled in Medicaid.

A total of 302 uninsured individuals ineligible for government insurance programs and without a primary care home have been enrolled in the Memorial Primary Care Program.

In the Liberia project, 400 people participated in health fairs and education sessions.

The HITS Mobile Medical Health Center has provided 218 physical exams, 706 blood pressure screenings, 701 cholesterol screenings, 139 influenza and pneumonia shots, 43 ECG exams, and 67 glucose screenings in the four communities targeted.

HITS uses staff members and outreach workers who are representative of the targeted communities, and partner with trusted, established, community- or faith-based agencies to remove social and cultural barriers and to build trust. They identify and select community partners who are intimately familiar with the community. Additionally, they use Spanish- and Creole-speaking Neighborhood Liaisons and Eligibility Specialists trained to provide culturally appropriate services.

The door-to-door approach enables easy access to services.

HITS engages the local community to be a part of the process. During monthly health fairs, local vendors are used to supply food and entertainment, while partner organizations provide venues for the fair. Festive banners in multiple languages and balloons are posted in the area to highlight their presence and encourage community participation.

The pilot program in Liberia served as a model for other community organizations like Hispanic Unity of Florida, which serves to link uninsured Hispanics with government-sponsored programs or to primary care centers.

In 2007, Memorial Healthcare Services received the Foster G. McGaw Award for outstanding achievement in the community. The national award, presented by the American Hospital Association, recognizes programs in the community that are a model for improving community health.

2008 Sapphire Award Winner
Memorial Foundation, Inc.





ORGANIZATIONS AND PROGRAMS NOMINATED FOR THE 2008 SAPPHIRE AWARD

All 'Bout Children, West Palm Beach
American Red Cross, Tampa Bay Chapter, Tampa
Bay Cares, Inc., Panama City
Capital Medical Society Foundation, Tallahassee
Charlotte Behavioral Health Care,
Healthy Families Charlotte County, Punta Gorda
Child Life Institute, Inc., West Palm Beach
DLC Nurse & Learn, Inc., Jacksonville
ElderCare of Alachua County, Inc., Gainesville
Escambia County Medical Society Foundation,
ElderCare Health Recovery Project, Pensacola
Hibiscus Children's Center, Inc., Jensen Beach
Hillsborough Achievement and Resource Centers (HARC),
HomeLink, Tampa

Lakeland Volunteers In Medicine, Lakeland
Leeza Gibbons Memory Foundation, Miami
Memorial Foundation, Hollywood
Muscular Dystrophy Association, Jacksonville
Neighborhood Health Services, Tallahassee
Pathways to Care, Casselberry
Public Health Trust, Jackson Health System,
Jackson Care-A-Van, Miami
Quantum House, Inc., West Palm Beach
St. Joseph's Hospitals Foundation,
Children's Advocacy Center, Tampa
Volunteers In Medicine, Jacksonville

THE SAPPHIRE AWARD SELECTION COMMITTEE

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Children's Hospital Medical Center, and Professor,
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Cincinnati, Ohio

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President, Board of Directors, The Blue Foundation for a
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and Public Policy, Blue Cross and Blue Shield of Florida;
Jacksonville, Fla.

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PAST HONOREES

2007 SAPPHIRE AWARD HONOREES

WINNER (\$100,000)

Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program, Alachua County

AWARD OF DISTINCTION (\$75,000 EACH)

Epilepsy Foundation of Florida, Inc., Miami
HUG-Me, (Help Understand and Guide Me),
a program at the Howard Phillips Center for
Children & Families, Orlando

Lakeland Volunteers In Medicine, Lakeland

HONORABLE MENTION (\$25,000)

Big Bend Cares, Inc., Tallahassee

2006 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Alachua County Organization for Rural Needs (ACORN) Clinic, Brooker
Kristi House, Miami

The Bridge of Northeast Florida, Jacksonville

HONORABLE MENTION (\$25,000)

Neighborhood Health Clinic, Naples

FINALIST (\$5,000)

Henderson Mental Health Center – Cottages in the Pines COURT
Project, Fort Lauderdale

2005 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Camillus Health Concern, Miami

Crisis Center of Tampa Bay, Tampa

The Rubin Center for Healthy Aging at Senior Friendship Centers, Sarasota

HONORABLE MENTIONS (\$15,000 EACH)

Bay Cares, Panama City

Broward Children's Center, Pompano Beach

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies
at the College of Public Health, University of South Florida, Tampa

Wayside House, Delray Beach

FINALISTS (\$5,000 EACH)

Epilepsy Foundation of South Florida, Miami

Neighborhood Health Clinic, Naples

WE CARE, Jacksonville



The Sapphire Award was created exclusively for The Blue Foundation for a Healthy Florida by Nate Nardi, glassblowing artist and instructor at the Glassblowing Institute of Jacksonville University.

The Blue Foundation
FOR A HEALTHY FLORIDA



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2008 SAPPHIRE AWARD

RECOGNIZING COMMUNITY HEALTH EXCELLENCE

Nomination Form



SAPPHIREAward
THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

THE SAPPHIRE AWARD



The Blue Foundation
FOR A HEALTHY FLORIDA



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PURPOSE OF THE SAPPHIRE AWARD

The Sapphire Award is designed to recognize and promote excellence in community health programming in Florida. Award winning programs will have demonstrated impact in improving the health-related outcomes of Florida's at-risk populations and communities. The Award's recognition of effective initiatives is meant to promote greater and more lasting support for improved services and systems that can be sustained over time. Strategies that build on community assets, enhance organizational capacity, foster systemic change, and/or lead to lasting policy changes that improve health will be especially qualified for this Award. Successful nominations will support the goals of The Blue Foundation for a Healthy Florida.

NATURE OF THE SAPPHIRE AWARD AND AWARD PROCESS

The Sapphire Award recognizes and awards community health programs that have demonstrated success and high merit. It is not a grant program. While there is a financial award, nominations should not be based on the idea of raising funds without regard to recognizing demonstrated success.

Three persons familiar with the organization are required to nominate the organization for The Sapphire Award.

Up to three winners will be selected annually, each receiving a financial award toward their defined community health objectives, in an amount not to exceed \$120,000 per organization. In addition, limited promotional support will be made available to help educate the public and various stakeholders about winning programs.

An independent Selection Committee made up of medical, public health and health communication experts from around Florida and the nation will decide Award recipients.

Award announcements will be made at an awards banquet in late 2008.

ORGANIZATION ELIGIBILITY

Only organizations deemed eligible by The Blue Foundation for a Healthy Florida will be considered. Criteria include:

1. Organizations must have a proven record of improving the health of their community through measurable outcomes.
2. Organizations must be recognized by the Internal Revenue Service as a tax-exempt organization under section 501 (c) (3) of the federal tax code.
3. Organizations must officially reside and be incorporated in the state of Florida.
4. Organizations must have programs that are involved with health-related services.
5. Only completed nominations, meeting all eligibility requirements, will be reviewed for consideration.
6. Current and former recipients of grants from The Blue Foundation may be nominated as long as the program being nominated meets The Sapphire Award eligibility requirements.
7. Organizations named as Finalist, Honorable Mention and Award of Distinction honorees in past competitions are **eligible for nomination in 2008**.
8. The seven organizations named as "Winners" in past competitions are excluded from nomination in 2008.



The Sapphire Award was created exclusively for The Blue Foundation for a Healthy Florida by Nate Nardi, glassblowing artist.

NOMINATOR ELIGIBILITY

We respect that nominations take time away from other activity so we want to ensure that this Award's goals are clear. We have attempted to identify below those who can and cannot serve as a nominator, and thereby help this program realize its goals in effectively and fairly identifying outstanding community health initiatives.

Nominations **CAN** be initiated by:

- A health professional, volunteer, board member (up to two), or client who knows first-hand the organization's work.
- A representative of a partnering organization, such as another nonprofit organization or government agency.
- A representative of a foundation, corporation or other funding institution.
- Someone else who has direct knowledge of the organization's work and impact.
- The nonprofit organization, so long as all three nominations are entirely completed by the nominators themselves.

The following **CANNOT** serve as Nominators:

- Paid staff members, consultants, development or public relations staff, professional grant writers or other compensated roles. In that spirit, we ask that forms not be "ghost written" by others, and that nominators sign their nominations affirming their independent completion of the form.
- Not more than two members of the organization's board.
- Employees, retirees and board members of The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida (BCBSF), or the subsidiaries and affiliates of BCBSF, and their family members.
- Members of The Sapphire Award Selection Committee.

NOMINATION FORM

FORMAT GUIDELINES

For all responses, please:

- Type in 12-point font or clearly print.
- Double space.
- Use one-inch margins.
- Number all responses and pages.
- Provide information to the best of your ability from your knowledge and experience. We realize and respect that not all nominators will be able to provide in-depth answers to each question.
- Number your answers with corresponding question numbers.
- All nominators must sign their name and type or print their name on all pages used to complete their information.
- Use page lengths as indicated by each question. Longer responses will not be considered.

Nomination comments may be used in materials to promote outstanding programs.

The following **MUST** be included in each nomination packet:

1. Completed Nominated Organization Form (to be completed by Nominated Organization).
2. Completed Nominator Contact Information Form (to be completed by Nominated Organization).
3. Three (3) completed and signed Nominator Forms with numbered responses from specific individuals named in the Nominator Contact Information Form.
4. Most recent audited financial statement of the organization. If the organization does not have an audited financial statement, please provide explanation.
5. Detailed budget for the program being nominated, to include a detailed listing of major funding sources and amounts or percentages.
6. Copy of IRS letter stating 501 (c)(3) status.
7. Copy of roster of Board of Directors with their business affiliations and titles.

8. For review purposes, please send **THREE COMPLETE SETS** of all materials.

Please collect all completed and signed nominations and send all materials as a **SINGLE PACKET**. Do not place in binder, and do not use tabs.

Relevant attachments, such as program brochures, newsletters and news clippings with dates, are not necessary, but may be included if deemed particularly important. Items will **NOT** be returned. Additional letters of reference beyond the three named nominators will **NOT** be considered unless The Blue Foundation specifically requests such information. The Blue Foundation will follow up with selected nominations by contacting the nominators and others in the community to learn more about the nominated organization and its programs.

Forms are also available at www.bluefoundationfl.com.

All materials must be received by no later than 5:00 p.m., April 2, 2008.

Honorees of The Sapphire Award will be announced in late 2008.

Send complete package to:

The Sapphire Award
The Blue Foundation for a Healthy Florida
4800 Deerwood Campus Parkway, DC 3-4
Jacksonville, FL 32246-8273

Inquiries can be made to:

TheSapphireAward@bcbsfl.com

Toll Free 1-800-477-3736, ext. 63215, option 2.

Please note: Submitted items will not be returned.

NOMINATED ORGANIZATION FROM

To be completed by Nominated Organization (Refer to Format Guidelines)

Name of Organization Employer Identification Number

Name of Program Being Nominated

Mailing Address City Zip

Main Telephone Number Fax Number

Name and Title of Organization Executive

Telephone Number of Organization Executive Email Address of Organization Executive

Name and Title of Program Director

Telephone Number of Program Director Email Address of Program Director

Organization's operating budget for the current fiscal year Program's operating budget for the current fiscal year

In what year was the organization established?

In what year was the nominated health-related program first implemented?

**2007 Sapphire Award Winner
Shands Vista PALS students.**



NOMINATION FORM

NOMINATOR CONTACT INFORMATION (To be completed by Nominated Organization)

Please type, print clearly, or word process on a separate sheet.

Nominator 1

Name

Relationship with the organization being nominated
(board member, volunteer, client, etc.)

Address

City State Zip

Business Affiliation (if applicable)

Title (if applicable)

Telephone Number(s) (specify work/home/cell)

Email Address

Nominator 3

Name

Relationship with the organization being nominated
(e.g., board member, volunteer, client, etc.)

Address

City State Zip

Business Affiliation (if applicable)

Title (if applicable)

Telephone Number(s) (specify work/home/cell)

Email Address

Nominator 2

Name

Relationship with the organization being nominated
(board member, volunteer, client, etc.)

Address

City State Zip

Business Affiliation (if applicable)

Title (if applicable)

Telephone Number(s) (specify work/home/cell)

Email Address

NOMINATOR FORM (To be completed by each of the three Nominators)

Contact information to be filled out by each individual person making a nomination, and sent with all other materials from the nonprofit organization whose program is nominated. Complete the Nominator Form and place in front of your completed questions.

Name of Nominated Organization and Program

Your Name (Nominator)

Your Business or Organization (if applicable)

Title (if applicable)

Street Address

City State Zip

Day Phone Number Evening Phone Number

Fax Number

Email

How did you learn about The Blue Foundation for a Healthy Florida Sapphire Award?

Are you directly involved in the nominated organization?

(please check) YES NO

If you are involved, please indicate your role: (Please indicate with a check under "Role" and note what years you have been involved, such as 1999-2003.)

Role	Years Involved
<input type="checkbox"/> Board Member	_____
<input type="checkbox"/> Advisory Board Member	_____
<input type="checkbox"/> Staff Member	_____
<input type="checkbox"/> Volunteer	_____
<input type="checkbox"/> Consumer	_____
<input type="checkbox"/> Other (please indicate role and years involved)	_____

If you are not now or have never been directly involved with the nominated organization, please indicate how you know of their work.

With my signature, I am formally affirming that I have personally written this nomination in my words and that I understand that nomination comments may be used for program promotional purposes.

Signature

Date

NOMINATION FORM

RESPONSES TO NUMBERS 1 AND 2 ARE TO BE PROVIDED BY THE ORGANIZATION ONLY.

Include name, title or role with organization/program, phone number and email address for the person responding to numbers 1 and 2.

1. Describe the program's goals, characteristics that are in place to meet each of these goals, and structure.

Maximum 500 words – 2 double-spaced pages.

2. Describe the community/population being served by the program. Please be as specific as possible with facts about the size of the community, population served, and their composition (e.g., racial / ethnic, gender, age range, urban/suburban/rural, economic level and insurance status of those served. If multiple major services are provided related to the program being nominated, please provide background about each target population receiving services, identifying numbers of clients (noting unduplicated/duplicated numbers where relevant), what services they receive and over what period. Identify typical client needs and conditions, and client tracking strategies.

Maximum 500 words – 2 double-spaced pages.

RESPONSES TO NUMBERS 3, 4, AND 5 ARE TO BE PROVIDED BY EACH OF THE THREE NOMINATORS.

3. Please explain how this program is successful.

We understand and respect that some nominators may not have adequate information with which to respond to this inquiry. Therefore, please state in your own words why you believe this program is successful in meeting its goals, and provide examples you feel most appropriate. Maximum 625 words – 2.5 double-spaced pages.

To the extent you can, please describe:

- a. the program's impacts – on patients/clients/consumers, the community or other organizations;
- b. whether the program is based, at least in part, on a program or practice that has been proven successful through formal evaluation or use elsewhere. If so, please identify the program(s), practice(s) and/or studies upon which the nominated program is based;
- c. specific indicators and/or outcomes that the program uses to track and or measure success; provide all relevant patient and patient outcomes numbers as well as percentages and time period being evaluated;

Note: Specific information about client goals, tracking, and data collection to demonstrate success is critical for reviewers to understand the validity of claims about impact. Examples might include, but not be limited to, specific data such as annual increases in youth immunization rates, control of hypertension by reductions in adult blood pressure at check up intervals, reduction in obesity and diabetes risk by weight and blood sugar control (HA1c testing), control of asthma noted by reductions in annual emergency room visits and sick days, indicators of compliance in taking medications or maintaining sobriety, etc. Sometimes programs show success in helping change or refine health related public policies or established standards of practice. Please indicate if and how the program played a role leading to such changes. In some cases, non-health-based strategies are used to ensure that health and broader outcomes are achieved, such as approaches to improve affordable housing, daycare, legal services and other elements that may be part of strategies for success. Please provide numbers instead of percentages, or in addition to percentages;

- d. the program in terms of strategies to ensure high quality of care (this might involve use of objectively proven standards of medical care, public health strategies of access, receipt of various professionally recognized accreditations, tested strategies for assisting people of diverse backgrounds in terms of language, culture, flexible scheduling, physical/psychological/emotional challenges, etc.;

e. whether the program or its elements has/have been used as a demonstration site or model for replication elsewhere (please identify replication sites);

f. whether the program has been a catalyst for positive change or has leveraged significant resources which magnify impact.

Some examples might include: substantially increasing general or expert volunteerism, improving access to transportation which results in better patient compliance to make medical appointments; linkages to job training for adults or structured out-of-school activity for youth; obtaining free or significantly reduced pharmaceuticals or medical procedures; setting a precedent for focusing on a type of needed community service.

4. Please provide one or two examples of how this program has overcome obstacles to success.

Maximum 500 words – 2 double-spaced pages.

5. Is there anything else about this program you want to convey, such as what makes it so exceptional and/or beneficial that you are motivated to nominate it? **Maximum 250 words – 1 double-spaced page.**

Complete the Nominator Form and place in front of your completed responses and forward to the organization.

Inquiries can be made to TheSapphireAward@bcbsfl.com, or Toll Free 1-800-477-3736, ext. 63215.

Volunteer physicians at Lakeland
Volunteers In Medicine Clinic
—a 2007 Award of Distinction recipient.



THE SAPPHIRE AWARD HONOREES

Programs nominated are providing services to the gamut of audiences, diseases, and health issues facing the various communities and populations in our state.

2007 HONOREES

A total of 40 organizations and programs were nominated for The Sapphire Award in 2007.

WINNER (\$100,000)

Shands Vista PALS (Partners In Adolescent Lifestyle Support) Program

PALS is an in-school violence prevention and mental health program available free to students in certain Alachua County schools with support from local mental health providers. Prompted by the Columbine school shootings in 2001 and confronting the threat of violence, substance abuse, suicide, low self-esteem and other behavioral issues faced by peers, a 15-year-old student organized a group, developed a plan and approached community leaders, who immediately offered funding and administration of the program.

Highlights:

- No suicides or school shootings in the PALS schools.
- Cooperation of consortium agencies has eliminated obstacles.
- Total behavior infractions for PALS schools dropped 33 percent; fighting infractions dropped 31 percent; and total drug infractions decreased by 61 percent.
- Twelve diabetic students were selected for a diabetes support group. Half had missed more than 50 percent of the prior year's days for their disease. In the 2006-07 school year, there were no dropouts from the group and not one missed a single day of school for their disease.

AWARD OF DISTINCTION (\$75,000 EACH)

Epilepsy Foundation of Florida, Inc.

Epilepsy Foundation of Florida oversees the operations of four regional providers throughout 15 counties in Florida and is the lead agency for all epilepsy programs as designated by the Florida Department of Health. The Foundation serves as an advocate for the rights and needs of people with epilepsy and seizure disorders at local, county and state levels. They provide a comprehensive case management program that includes ongoing medical, social, and psychological services, prevention and education and partnerships with hospitals and universities to provide services and research. Services include advocacy; prevention and education programs; information, referral and support, case management, medical and neuropsychological services and medication procurement; refugee services; employment counseling; and a resource center.

• Contact:

• Marina Cecchini, Chief Administrator
• 4101 NW 89th Blvd.
• Gainesville, FL 32606
• cecchmt@shands.ufl.edu
• 352.265.5497

• Lucy Marrero, Ph.D.
• Clinical Program Director,
• Child Psychologist
• marrelg@shands.ufl.edu
• 352.265.5497

• Contact:

• Karen Basha Egozi
• Executive Director
• 7300 North Kendall Drive,
• Suite 700
• Miami, FL 33156
• kegozi@efof.org
• 305.670.4949, ext. 211

HUG-Me, a program at the Howard Phillips Center for Children & Families

Help Understand and Guide Me is a program at the Howard Phillips Center for Children & Families, part of the Arnold Palmer Hospital for Children and Orlando Regional Healthcare System. HUG-Me is a one-stop center for primary healthcare, nutritional counseling, mental health services, psychosocial support, outreach and prevention, case management and substance abuse treatment for patients infected with, or affected by HIV/AIDS in Orange, Osceola, Lake, Brevard, Seminole and St. Lucie counties. They provide confidential HIV screening; HIV and other subspecialty care, including therapy options for preventing HIV transmission from mother to baby; peer support to help clients adhere to treatment regimens; family support/advocacy services; a Consumer Advisory Board; community outreach and education; participation in community planning; and linkage to research opportunities.

Lakeland Volunteers In Medicine

Lakeland Volunteers In Medicine is a long-term, multi-specialty medical clinic and delivery network that provides free, quality medical care to the working poor of Polk County. A full-time paid staff of six provides direction for 102 volunteer physicians, 62 nurses, 90 administrative tasks volunteers, and several laboratory technicians, x-ray technicians and pharmacists. Services are provided at a central medical clinic and in volunteer physicians' offices. They provide medical, dental and mental health services to 13,000 qualified clients for approximately 25,000 patient-visits annually.

HONORABLE MENTION (\$25,000)

Big Bend Cares Inc.

Big Bend Cares provides education and comprehensive support to people infected with or affected by HIV/AIDS in the rural North Florida counties of Franklin, Gadsden, Jefferson, Leon, Liberty, Madison, Taylor and Wakulla. Services include assistance with medical and dental appointments, substance abuse, mental health counseling and housing. The service delivery structure, based upon a case management model, enlists clients as active participants in their care, developing consumer driven treatment plans that address the needs clients identify. The treatment plan is revisited every six months to ensure clients are engaged and receiving the treatment they require. Big Bend Cares has 22 full-time staff with over 250 volunteers contributing more than 5,000 hours of service.

For detailed information on all Sapphire Award honorees, please visit www.bluefoundationfl.com

Contact:

Alelia Munroe
Program Manager
5655 South Orange Ave.
Orlando, FL 32809
Alelia.munroe@orhs.org
407.895.4107

Contact:

Robert L. Yates, CEO
1021 Lakeland Hills Blvd.
Lakeland, FL 33805
Bobby.Yates@lvim.net
863.688.5846, ext. 118

Contact:

Rob Renzi
Executive Director
2001 South Monroe Street
Tallahassee, FL 32301
rrenzi@bigbendcares.org
850.656.2437, ext. 240

SELECTION COMMITTEE

Charles Mahan, MD

Selection Committee Chair
Professor, Community and Family Health/Obstetrics,
University of South Florida; Tampa, Fla.

Michael Beachler, MPH

Executive Director, Obici Healthcare Foundation; Suffolk, Va.

Cyril Blavo, DO, MPH

Director, Master of Public Health Program; Professor of Pediatrics and
Public Health, Nova Southeastern University; Fort Lauderdale, Fla.

Kristi Krueger

Television News Anchor and Health Reporter, WPLG TV; Miami, Fla.

Alina Perez-Stable

Program Manager, Medicine & Society, Florida International University College
of Medicine; Miami, Fla.

Lisa Simpson, MB, BCh, MPH, FAAP

Director, Child Policy Research Center, Cincinnati Children's Hospital Medical
Center, Cincinnati; Ohio

Randy M. Kammer

President, Board of Directors, The Blue Foundation for a Healthy Florida;
Vice President, Regulatory Affairs and Public Policy, Blue Cross and Blue Shield
of Florida; Jacksonville, Fla.

The Blue Foundation
FOR A HEALTHY FLORIDA



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

The Blue Foundation for a Healthy Florida
4800 Deerwood Campus Parkway, DC3-4,
Jacksonville, FL 32246
1-800-477-3736, ext. 63215, option 2

www.bluefoundationfl.com • TheSapphireAward@bcbsfl.com

ALPHA SORT

SW

TABLE #	Last Name	First Name	Organization/Business
20	Adams	Jennifer	Digital Video Arts, Inc.
PAP	Agliano	Dennis	Physician's Advisory Panel
8	Andem	Efiong	Faith Health Clinic
8	Andem	Emma	Faith Health Clinic
PAP	Astor	Frank	Blue Cross Blue Shield of Florida
6	Bailey	Gordon	Blue Cross Blue Shield of Florida
13	Baldwin	Julie	USF
PAP	Benrubi	Guy	Physician's Advisory Panel
2	Benz	John	Memorial Healthcare System
2	Bernard	Nicole	Memorial Healthcare System
13	Betterley	Connie	Leon County Health Department
3	Blavo	Cyril	Nova Southeastern University
16	Breaknell	Karen	Nemours
PAP	Bratton	Rachel	Blue Cross Blue Shield of Florida
16	Bryan	Ken	Rails-to-Trails Conservancy
9	Buggle	Amy	DLC Nurse and Learn, Inc.
PAP	Burns	Ronald	Physician's Advisory Panel
PAP	Butler	Madelyn	Physician's Advisory Panel
PAP	Cambo	Jorge	Physician's Advisory Panel
15	Carithers	Caroline	The Robin Shepherd Group
3	Chang	Debbie	Nemours
11	Conner	Tracey	Michelee Puppets, Inc.
3	Davis	Merideth	Camillus Health Concern
9	De Lucca	Michael	Broward Regional Health Planning Council, Inc.
4	Dent	Shannon	We Care Network/Capital Medical Society Foundation
4	Diamond	Ramona	Bay Cares, Inc.
PAP	Dineen	Martin	Physician's Advisory Panel
20	Dorough	Bob	Digital Video Arts, Inc.
PAP	Epstein	David	Physician's Advisory Panel
15	Farley	Jay	Blue Cross Blue Shield of Florida
PAP	Felker	David	Physician's Advisory Panel
16	Feroldi	Therry	Health Council of East Central Florida
12	Ferrell	Dana	Nemours
17	Fields-Johnson	Dana	Duval County Health Department
PAP	Fromklin	Kenneth	Physician's Advisory Panel
13	Gaines	Fabiola	Hebni Nutrition Consultants
5	Garcia	Martha	Blue Cross Blue Shield of Florida
PAP	Gavras	Jonathan	Blue Cross Blue Shield of Florida
6	Gay	Becky	Blue Cross Blue Shield of Florida
8	Geismer	Molly	Friend of Randy
4	George	Marilyn "Duke"	Bay Cares, Inc.

2 Dee Jeffers

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
12	Gianini	Elizabeth	Burnham Institute for Medical Research
1	Glynn	Jay	Charlotte Behavioral Health Care
1	Glynn	Vicki	Charlotte Behavioral Health Care
PAP	Gonzalez	Jorge	Physician's Advisory Panel
5	Grobbel	Roxanne	All 'Bout Children
PAP	Guerrier	Frederic	Physician's Advisory Panel
6	Gusky	Mary	Good Samaritan Health Clinic
17	Hale	Kimberly	Prime Time of Palm Beach County
10	Hall	Arlease	Friends of St. Lucie Public Health
12	Hall	Melanie	St. Joseph's Children's Hospital
14	Harper	Kathy	Blue Cross Blue Shield of Florida
16	Harvey	Suzette	Prime Time of Palm Beach County
2	Heft	Christine	Memorial Healthcare System
PAP	Hicks	Tom	Physician's Advisory Panel
4	Hill	Mike	PanCare Florida, Inc/CHC-Bay County
11	Hollar	Lucas	Agatston Research Foundation
8	Howland	Peggy	Calhoun County Health Department
5	Hunter	Linda	All 'Bout Children
12	Hutton	Michael	The Blue Foundation
12	Jackson	Helen	DCHD Division of Nutrition Services
7	Jani	Asim	Orange County Health Department
2	Janser	Kevin	JDCD & Memorial Foundation
3	Jenkins	Tony	Blue Cross Blue Shield of Florida
PAP	Jones	Kenneth	Physician's Advisory Panel
3	Kammer	Randy	Blue Cross Blue Shield of Florida
2	Kenyon	Chip	Blue Cross Blue Shield of Florida
PAP	Kever	Sue	Blue Cross Blue Shield of Florida
11	King	Candice	MGT of America
10	King	Dave	Blue Cross Blue Shield of Florida
10	King-Poole	Susan	Muscular Dystrophy Association
7	Kirk-Barto	Claudia	Lupus Foundation of America - SE Florida Chapter
PAP	Kiss	Brian	Blue Cross Blue Shield of Florida
10	Kopelman	Cindi	Shepherd's Hope
20	Labous	Andre	The Robin Shepherd Group
7	Laca	Kathleen	Lupus Foundation of America - SE Florida Chapter
13	Landry	Karen	War on Poverty - Florida
17	Leslie	Jill	Get Active Orlando
8	Leslie	Mary	Friend of Randy
14	Levine	Rita	Blue Cross Blue Shield of Florida

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
PAP	Lewis	George	Blue Cross Blue Shield of Florida
17	Lewis	Kathy	Leon County Health Department
9	Macken	Paul	Pathways to Care, Inc.
3	Mahan	Charlie	USF Foundation
15	Makrush	Theresa	The Robin Shepherd Group
1	Malik	Pamela	CBHC Healthy Families
7	Mantilla	Taryn	Catholic Charities of Central FL
PAP	Marcus	David	Physician's Advisory Panel
PAP	Marina-Prieto	Luz	Physician's Advisory Panel
1	Martins	Krista	CBHC Healthy Families
16	Marty	Phillip	USF
5	Masonberg	Stanley	All 'Bout Children
1	McGowan	Mark	Blue Cross Blue Shield of Florida
9	McLaughlin	Carolyn	Pathways to Care, Inc.
6	Mercado	Josephine	Hispanic Health Initiatives, Inc.
17	Monroe	Bridget	Get Active Orlando
PAP	Montgomery	John	Blue Cross Blue Shield of Florida
1	Mooney-Tartaglia	Cheryl	Charlotte Behavioral Health Care
20	Moubray	Megan	Digital Video Arts, Inc.
PAP	Murphy	Terry	Blue Cross Blue Shield of Florida
7	Nelson	Arne	Catholic Charities of Central FL
PAP	Nguyen	Tricia	Blue Cross Blue Shield of Florida
PAP	Nissim	Kenneth	Physician's Advisory Panel
20	Norton	Gloria	Digital Video Arts, Inc.
7	Odahowski	David	Edyth Bush Charitable Foundation
PAP	Olsen	Kim	Blue Cross Blue Shield of Florida
8	O'Neal	Vanessa	Calhoun County Health Department
2	Orosz	Louis	Growth Management Group
6	Orr	Debbie	The Center for Drug Free Living
5	Parad	Howard	All 'Bout Children
5	Parad	Libbie	All 'Bout Children
PAP	Parrish	Renee	Blue Cross Blue Shield of Florida
13	Patten	Carl	Blue Cross Blue Shield of Florida
9	Paugh	George	DLC Nurse and Learn, Inc.
3	Perez-Stable	Alina	FIU College of Medicine
14	Philip	Celeste	Polk County Health Department
PAP	Pizzi	David	Blue Cross Blue Shield of Florida
2	Pont	Amy	Memorial Healthcare System
12	Portelli	Lisa	Winter Park Health Foundation
11	Preston	Tameka	Always Truth Incorporated
14	Price	Catherine	Polk Health Care Alliance
11	Rappa	Marisa	St. Joseph's Children's Hospital
PAP	Redmond	Michael	Physician's Advisory Panel

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
16	Reese	Stuart	The Institute for America's Health
17	Reinhardt	Peggy	Leon County Health Department
15	Riggan	Barbara	The Blue Foundation
PAP	Rivenbark	James	Physician's Advisory Panel
5	Robinson	Jane	All 'Bout Children
11	Robinson	Christine	Stillwater Consulting
5	Rosenbaum	Cynthia	All 'Bout Children
4	Ruschmann	Julia	Bay County Health Department
8	Russell	Ramona	Faith Health Clinic
8	Russell	R.	Faith Health Clinic
8	Russell	Sue	Lakeland Volunteers in Medicine
14	Sampier	Steve	Memorial Healthcare System
6	Santos	Diana	Good Samaritan Health Clinic
4	Schippnick	Aleksandra	Bay County Health Department
PAP	Schwartz	Barry	Blue Cross Blue Shield of Florida
12	Seamon	Fred	MGT of America
15	Seely	Christopher	The Robin Shepherd Group
15	Seely	Nancy	The Robin Shepherd Group
10	Sessions	Terri	Muscular Dystrophy Association
9	Shaw	Kathleen	The Community Foundation, Jacksonville
PAP	Silverman	William	Physician's Advisory Panel
7	Sines	Donna	Community Vision
PAP	Solomon	David	Physician's Advisory Panel
PAP	Stein	Robert	Physician's Advisory Panel
4	Stockwell	James	Capital Medical Society Foundation
PAP	Strain	Richard	Physician's Advisory Panel
PAP	Strong	Cyneetha	Physician's Advisory Panel
PAP	Tally	Philip	Physician's Advisory Panel
3	Towler	Susan	The Blue Foundation
11	Tucker	Carolyn	University of Florida
10	Unterberger	Alayne	Florida Institute for Community Studies, Inc.
10	Vander Wiede	Shari	Shepherd's Hope
PAP	Waldron	Anne	Physician's Advisory Panel
13	Watson	Deb	Winter Park Health Foundation
PAP	Weinberger	Joel	Physician's Advisory Panel
4	Wendland	Karen	We Care Network/Capital Medical Society Foundation
13	Werk	Lloyd	Nemours Children's Clinic
20	Wildes	Susan	The Blue Foundation
6	Willems	Hector	Hispanic Health Initiatives, Inc.
PAP	Williams	Karen	Physician's Advisory Panel

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
1	Worthen	Cheryle	CBHC Healthy Families
1	Worthen	Drew	CBHC Healthy Families
14	Zell	John	The Community Foundation, Jacksonville

Sapphire Awards Contact List			
Name	Mobile	Office	email
Susan Wildes, TBF	904-571-6414	904-905-3045	susan.wildes@bcbsfl.com
Mark Wright, TBF	904-233-3481	904-905-6935	mark.wright@bcbsfl.com
Kathy Harper, BCBSF	407-474-6855	407-833-7784	kathy.harper@bcbsfl.com
Jennifer Adams, DVA	904-945-2606	904-281-1001	jennifer@digitalvideoarts.com
Bob Dorough, DVA	904-923-9562		
Caroline Carithers, TRSG	904-400-3409	904-798-3307	ccarithers@trsg.net
Chris Seely, TRSG	904-864-5571	904-798-3308	cseely@trsg.net
Theresa Makrush, TRSG	904-505-6157	904-798-3199	tmakrush@trsg.net
Nancy Seely, TRSG	904-571-2690	904-798-3155	nseely@trsg.net

Wildes, Susan

From: Wildes, Susan
Sent: Wednesday, December 03, 2008 12:50 PM
To: Towler, Susan
Cc: Farley, Jay; Riggan, Barbara
Subject: Videotaping on Friday

Importance: High

Susan -- we cannot use what you recorded for Power of the Human Voice -- no reference to The Sapphire Award. Therefore, we will videotape you immediately following Debbie Chang's presentation, during the break, where the camera is already set up and recording Chang's presentation! That's the only time we can fit it in. OK?????

We would like for you to use some of the following in your very brief (approximately 60 seconds or so) comments:

The Blue Foundation for a Healthy Florida Sapphire Award is the only Florida statewide award that recognizes and promotes health-related programs that have demonstrated excellence and impact in improving the health-related outcomes of Florida's uninsured and underserved.

Established in 2005, The Sapphire Award recognizes and rewards nonprofit community health programs that have demonstrated success and high merit and have a record of improving the health of their community through measurable outcomes.

"We are proud to honor nonprofits making a significant positive impact on the health and wellbeing of people in our state," said Susan Towler, executive director, The Blue Foundation for a Healthy Florida. "They are truly models of success when it comes to providing essential health services to our underserved and uninsured neighbors who might otherwise go without care."

To be eligible for The Sapphire Award, organizations must be tax-exempt under section 501(c)(3) of the federal tax code; officially reside and be incorporated in the state of Florida; and have programs that are involved with health-related services. Programs are nominated by three persons familiar with the organization and are reviewed by an independent selection committee made up of medical, public health and health communication experts from across the country and Florida. A total of 21 organizations were nominated for the 2008 Sapphire Award.

Including the 2008 nominees and honorees, a total of 188 nonprofits and health programs have been nominated for excellence in community health programming. Of that number, nine Winners, five Awards of Distinction, seven Honorable Mentions and four Finalists were recognized and shared \$1,425,000 in award funds.

Thanks.

Susan F. Wildes

Assistant Director and Programs Manager, The Blue Foundation for a Healthy Florida
4800 Deerwood Campus Parkway, DC3-4, Jacksonville, FL 32246
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THE BLUE FOUNDATION
FOR A HEALTHY FLORIDA

2008

SAPPHIRE AWARD



SYMPOSIUM AND
AWARDS PRESENTATION

DECEMBER 5, 2008

HYATT REGENCY ORLANDO
INTERNATIONAL AIRPORT



THE BLUE FOUNDATION FOR A HEALTHY FLORIDA 2008 SAPPHIRE AWARD SYMPOSIUM AND AWARDS PRESENTATION

- 8:00 a.m. to 9:00 a.m.** Check-in and Refreshments, Mirabel Foyer
- 9:00 a.m. to 9:15 a.m.** Welcome and Introductions, Mirabel/Shannon/Kai Taki Rooms
Susan B. Towler, Executive Director,
The Blue Foundation for a Healthy Florida
- 9:15 a.m. to 10:15 a.m.** *Childhood Obesity: Trends, Effective Programs
and Best Practices*
Debbie Chang, Senior Vice President and Executive Director
of Nemours Health and Prevention Services, Delaware
- 10:15 a.m. to 10:30 a.m.** Break
- 10:30 a.m. to 11:30 a.m.** **Randy M. Kammer**, President, Board of Directors,
The Blue Foundation for a Healthy Florida
Managing Chronic Disease in the Clinic Setting
Merideth Davis, M.D., Camillus Health Concern, Miami, Florida
- 11:30 a.m. to 11:45 a.m.** Break and move to luncheon location
- 11:45 a.m. to 1:30 p.m.** The Sapphire Award Presentation and Lunch, Intercontinental Ballroom
Welcome and Introductions
Tony Jenkins, Central Florida Market President,
Blue Cross and Blue Shield of Florida, and Vice President,
Board of Directors, The Blue Foundation for a Healthy Florida
Invocation
Luncheon
Awards Presentation
Randy M. Kammer
Charles Mahan, M.D., Chair, The Sapphire Award Selection Committee
Closing Remarks
Susan B. Towler
- 1:45 p.m. to 3:30 p.m.** Embrace a Healthy Florida Grantee Session, ~~Mirabel Room~~

Intercontinental

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

The Blue Foundation for a Healthy Florida is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. The mission of The Blue Foundation is to enhance access to quality health-related services through strategic grantmaking to nonprofit organizations that serve the state's uninsured and underserved populations. Since its founding in 2001, The Blue Foundation has presented more than 158 grants and 20 awards totaling more than \$10.5 million.

THE SAPPHIRE AWARD

The Sapphire Award recognizes and awards community health programs that have demonstrated excellence, success and high merit in improving the health-related outcomes of Florida's at-risk populations and communities. Programs are nominated by three persons familiar with the organization, and are reviewed by an independent Selection Committee made up of medical, public health and health communication experts from across the country and Florida. A total of 21 organizations were nominated for the 2008 Sapphire Award.

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

2008 SAPPHIRE AWARD SYMPOSIUM AND AWARDS PRESENTATION

PAST HONOREES

2007 SAPPHIRE AWARD HONOREES

WINNER (\$100,000)

Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program, Alachua County

AWARD OF DISTINCTION (\$75,000 EACH)

Epilepsy Foundation of Florida, Inc., Miami

HUG-Me, (Help Understand and Guide Me), a program at the Howard Phillips Center for Children & Families, Orlando

Lakeland Volunteers In Medicine, Lakeland

HONORABLE MENTION (\$25,000)

Big Bend Cares, Inc., Tallahassee

2006 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Alachua County Organization for Rural Needs (ACORN) Clinic, Brooker

Kristi House, Miami

The Bridge of Northeast Florida, Jacksonville

HONORABLE MENTION (\$25,000)

Neighborhood Health Clinic, Naples

FINALIST (\$5,000)

Henderson Mental Health Center – Cottages in the Pines COURT Project, Fort Lauderdale

2005 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Camillus Health Concern, Miami

Crisis Center of Tampa Bay, Tampa

The Rubin Center for Healthy Aging at Senior Friendship Centers, Sarasota

HONORABLE MENTIONS (\$15,000 EACH)

Bay Cares, Panama City

Broward Children's Center, Pompano Beach

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida, Tampa

Wayside House, Delray Beach

FINALISTS (\$5,000 EACH)

Epilepsy Foundation of South Florida, Miami

Neighborhood Health Clinic, Naples

WE CARE, Jacksonville

2008 HONOREES WILL BE ANNOUNCED DURING LUNCH.

THE SAPPHIRE AWARD SELECTION COMMITTEE

Charles Mahan, M.D., *Selection Committee Chair*
Professor, Community and Family Health/Obstetrics,
University of South Florida; Tampa, Fla.

Michael Beachler, M.P.H.
Executive Director, Obici Healthcare Foundation; Suffolk, Vir.

Cyril Blavo, D.O., M.P.H.
Director, Master of Public Health Program,
Nova Southeastern University; Fort Lauderdale, Fla.

Kristi Krueger
Television News Anchor and Health Reporter,
WPLG-TV; Miami, Fla.

Alina Perez-Stable
Program Manager, College of Medicine,
Florida International University, Miami, Fla.

Lisa Simpson, M.B., B.Ch., M.P.H., F.A.A.P.
Director, Child Policy Research Center, Cincinnati
Children's Hospital Medical Center, and Professor,
Department of Pediatrics, University of Cincinnati; Cincinnati, Ohio

Randy Meg Kammer
President, Board of Directors, The Blue Foundation for a Healthy Florida,
and Vice President of Regulatory Affairs and Public Policy, Blue Cross
and Blue Shield of Florida; Jacksonville, Fla.

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA BOARD OF DIRECTORS

Randy M. Kammer, President
Tony Jenkins, Vice President
S. V. (Chip) Kenyon, Secretary
Kim Read, Treasurer

Frank Astor, M.D.
Michael Cascone, Jr.
Martha Garcia
Rebecca (Becky) Gay

Cyrus M. (Russ) Jollivette
Deanna McDonald
Mark McGowan

SPEAKER INFORMATION



Debbie I. Chang

Senior Vice President and Executive Director of Nemours Health and Prevention Services, Delaware

Ms. Chang guides the overall strategic efforts of the organization and its work in the Delaware community, represents NHPS on Nemours executive leadership teams, and steers Nemours policy and advocacy activities at the national level. Ms. Chang has 17 years of federal and state government experience in the health field and enjoys a national reputation in child health policy and programs. She has also been appointed a member of the senior associate faculty in the Department of Population, Family, and Reproduc-

tive Health at the Johns Hopkins Bloomberg School of Public Health. She was previously Deputy Secretary for Health Care Financing at the Maryland Department of Health where she oversaw Medicaid and SCHIP, the State Children's Health Insurance Program. Ms. Chang has held several high-level positions with the federal government, including leading the national implementation of SCHIP. She is an engineering graduate of MIT and holds a master's degree in public health from the University of Michigan.



Merideth Davis, M.D.

Camillus Health Concern, Miami, Florida

Dr. Davis is an internist with Camillus Health Concern since 2002, having also volunteered at the health center in the mid-1990's. Before joining the staff at Camillus Health Concern, she was a member of the department of medicine at the University of Miami from 1993-2002 and continues as a voluntary faculty member. She received her Doctor of Medicine from the University of Rochester, and completed her medical residency at the University of Colorado Health Sciences Center. Dr. Davis is a Diplomate of the American Board of Internal Medicine.

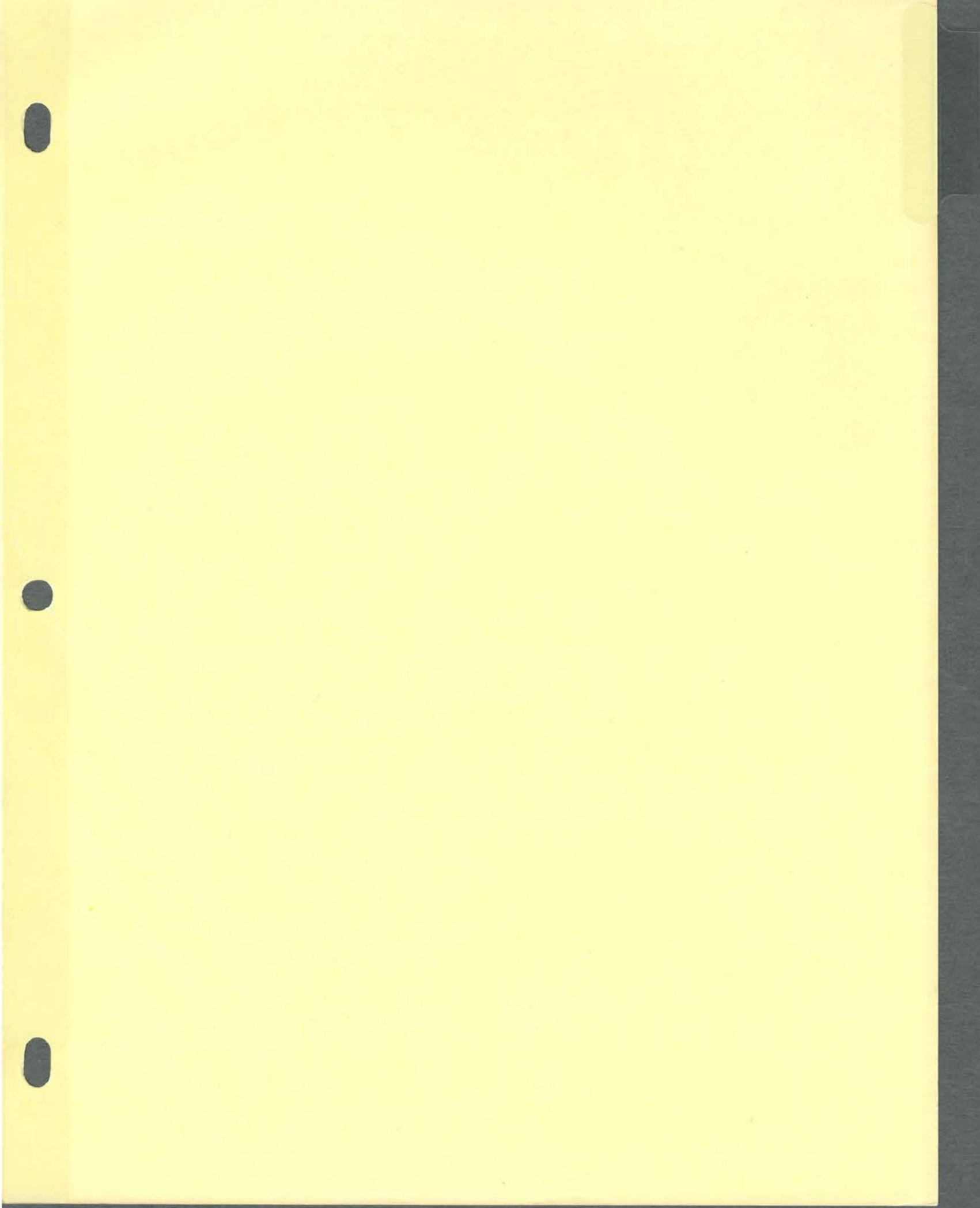
The majority of patients Dr. Davis serves are homeless. In addition to following patients at the main clinic, she also sees patients at a residential substance abuse treatment center. Dr. Davis also evaluates patients at an outreach clinic located at a homeless shelter in downtown Miami.

The Blue Foundation
FOR A HEALTHY FLORIDA



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

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1-800-477-3736, ext. 63215, option 2 • www.bluefoundationfl.com • TheSapphireAward@bcbsfl.com



*Add
Slides w/
honorees
while
being introduced-*

The Blue Foundation for a Healthy Florida
The Sapphire Award Symposium and
Awards Luncheon
December 5, 2008
Hyatt Regency Orlando International Airport, Orlando, Florida

*- Add Pakg
- Embrace mtg
room*

Script
Revised: December 2, 2008

Time	Activity	Speech/ Talking Points
7:30 am	Registration area set-up complete, signage in place, a/v equipment tested, microphones tested	None
8:00-9:00 am	Registration	
8:00-9:00 am	Refreshments inside meeting room	
8:50 am	Begin moving guests to seats	The program will begin in 10 minutes. Please find your seats.
8:55 am	Continue to move guests into meeting room and seats	The program will begin in a few minutes. Please find your seats.
9:00 am	<u>Towler</u> to Podium Encourage all to be seated	Please be seated. The program is beginning.
9:02 am	<u>Towler</u> to podium Welcome Set agenda for the day	Good morning. My name is Susan Towler.

Time	Activity	Speech/ Talking Points
		<p>I am executive director of The Blue Foundation for a Healthy Florida.</p> <p>On behalf of The Board of Directors of The Blue Foundation, I welcome you to the 2008 Sapphire Award Symposium and Awards Presentation.</p> <p>We have a full agenda today. In addition to recognizing the honorees of the 2008 Sapphire Award during lunch, we will hear from experts on two topics that have a major impact on health care today and into the future – childhood obesity and managing chronic disease in the clinic setting.</p>
	<p><u>Towler</u></p> <p>Introduce “special guests,” if there are any.</p> <p>List to be provided.</p>	<p>Before we introduce those speakers, I would like to recognize some of our special guests.</p> <p>If you would please stand when I recognize you.</p>

Time	Activity	Speech/ Talking Points
		<ul style="list-style-type: none"> • Randy Kammer, President of the Board of Directors of The Blue Foundation for a Healthy Florida; • [Elected officials – name, if any;] • Representatives from organizations that have received grants from The Blue Foundation; • Local community leaders; • Foundation board members, staff and volunteers; • Blue Cross and Blue Shield of Florida leadership; and • Others who are involved in the health and human services programs in our state. • [Others as necessary.]
		Thank you. You may be seated.
	<p><u>Towler</u></p> <p>Update on TBF</p>	<p>In 2001 the board of directors of Blue Cross and Blue Shield of Florida created The Blue Foundation for a Healthy Florida as a demonstration of</p>

Time	Activity	Speech/ Talking Points
		<p>its commitment to the well being of Floridians. The mission of The Blue Foundation is to enhance access to quality health-related services for all Floridians, particularly the uninsured and underserved.</p> <p>Since 2001, The Blue Foundation has distributed over 11 million dollars (\$11,000,000) through 190 grants and awards to community health clinics and outreach programs across the state.</p> <p>Grants that enabled health services for nearly half a million people who otherwise would have gone without health care.</p> <p>Services broad in diversity –</p> <ul style="list-style-type: none">-- from diabetes to mental health,-- telemedicine to medications,and-- MomMobiles to visits from the Tooth Fairy.

Time	Activity	Speech/ Talking Points
		<p>Our partners, the grant recipients, are working tirelessly to identify and deliver solutions to community health care problems. These organizations are:</p> <ul style="list-style-type: none"> -- Innovative -- Creative -- Passionate for helping people -- Persistent in overcoming obstacles -- Dedicated. <p>On behalf of those you serve, we commend your passion and commitment to improving the health of thousands of Floridians every day.</p> <p>[Lead applause.]</p> <p>During lunch we will continue to acknowledge commitment and excellence as we recognize the 21 organizations that were nominated for The Sapphire Award, all deserving of recognition for their efforts to reach</p>

Time	Activity	Speech/ Talking Points
		out to those in need.
	<p><u>Towler</u></p> <p>Embrace update</p>	<p>Earlier this year, The Blue Foundation enhanced its portfolio of programs.</p> <p>Compelled by the serious and widespread threat of the obesity epidemic for children, families, communities and the health care system, The Blue Foundation launched Embrace a Healthy Florida, a four-year, statewide initiative to address the causes of childhood obesity.</p> <p>Through community collaboration and strategic grantmaking, we will take action beyond traditional nutrition and fitness programs.</p> <p>We will foster environments that promote healthy lifestyles for children.</p> <p>We will promote changes</p> <ul style="list-style-type: none"> o In families and parenting; o In child care centers and schools;

Time	Activity	Speech/ Talking Points
		<ul style="list-style-type: none"> ○ In neighborhood recreation opportunities; and ○ In other influences on the accessibility of healthy food and physical activity. <p>To date, we have made 15 grants totaling more than \$1.3 million to</p> <ul style="list-style-type: none"> ○ Change the way caregivers prepare food; ○ Enhance biking and walking trails; and ○ Teach healthy habits to students, to name a few. <p>We've just begun our work to address the causes of childhood obesity.</p> <p>Others around the state and the country are currently engaged in activities addressing childhood obesity and are working together to identify and implement lasting solutions to this major health concern.</p>

Time	Activity	Speech/ Talking Points
		<p>We'll hear about the trends, best practices and effective programs from our first speaker today.</p>
	<p><u>Towler</u> Introduces Chang</p>	<p>Debbie Chang is senior vice president and executive director of Nemours Health and Prevention Services.</p> <p>She guides the overall strategic efforts of the organization and its work in the Delaware community, represents her area on Nemours executive leadership teams, and steers Nemours policy and advocacy activities at the national level.</p> <p>Ms. Chang has 17 years of federal and state government experience in the health field and enjoys a national reputation in child health policy and programs.</p>

Time	Activity	Speech/ Talking Points
		<p data-bbox="695 223 1474 555">She has been appointed a member of the senior associate faculty in the Department of Population, Family and Reproductive Health at Johns Hopkins Bloomberg School of Public Health.</p> <p data-bbox="695 696 1474 1100">Previously, Ms. Chang was Deputy Secretary for Health Care Financing at the Maryland Department of Health where she oversaw Medicaid and the State Children’s Health Insurance Program.</p> <p data-bbox="695 1241 1474 1500">Ms. Chang has held several high-level positions with the federal government, including leading the national implementation of SCHIP.</p> <p data-bbox="695 1641 1474 1825">She is an engineering graduate of MIT and holds a master’s degree in public health from the University of Michigan.</p>

Time	Activity	Speech/ Talking Points
		Please join me in welcoming Debbie Chang.
9:15 to 10:15 am	<u>Chang</u> speaks Includes time for questions/answers	Chang speaks
10:10 am if needed	<u>Towler</u> approaches podium while Chang is still there to field questions from the audience	Towler asks if there are questions – if there’s time!
10:15 am	<u>Towler</u> thanks Chang	Thank you, Debbie. We are excited about playing a role in the identification and implementation of solutions to the obesity epidemic. You have given us much to think about.
10:16 am	<u>Towler</u> releases guests to 15-minute break	Let’s take a break. [determine the time based on how much over/under schedule we are]. We will reconvene in _____

Time	Activity	Speech/ Talking Points
		minutes, [insert time] _____
10:25 am	Encourage guests to return to meeting room	Please return to the meeting room. The next session is about to begin.
10:26 am	Encourage guests to return to meeting room	Please return to the meeting room. The next session is beginning.
10:30 am	Session resumes. <u>Kammer</u> welcomes	Welcome back. I am Randy Kammer, president of the Board of Directors of The Blue Foundation. It is an honor to be with you today. Debbie's presentation on obesity and what's happening around the country was informative. I speak for the board of The Blue Foundation when I say that we are excited that we have joined those at the forefront of addressing this issue. Earlier today, Susan Towler, the

Time	Activity	Speech/ Talking Points
		<p>foundation's executive director, acknowledged some of the qualities of our many partners who are providing healthcare for so many.</p> <p>She named</p> <ul style="list-style-type: none"> ○ Innovation, ○ Creativity, ○ Persistence, ○ Dedication and ○ Passion. <p>There are other characteristics, but these are critical to the success of a nonprofit that has limited resources to serve an ever-increasing need.</p> <p>Add to the ever-increasing need the complications of a chronic disease.</p> <p>How do community health clinics educate their clients about the importance of compliance in managing a chronic disease when the client is</p>

Time	Activity	Speech/ Talking Points
		<p>homeless or migrant, has limited if any resources, has no medical home and has a list of other barriers to accessing quality health care?</p> <p>Our next speaker, Dr. Merideth Davis, will share with us how Camillus Health Concern in Miami manages chronic diseases in its clinics.</p> <p>Camillus Health Concern is one of the first winners of The Sapphire Award. We are honored they are represented today and will share with you their lessons learned and best practices.</p>
10:31 am	<p><u>Kammer</u> Introduce Davis</p>	<p>Since 2002, Dr. Davis has been an internist at Camillus Health Concern, having also volunteered at the health center in the mid-1990's.</p> <p>Before joining the staff at Camillus, she was a member of the Department of Medicine at the University of Miami</p>

Time	Activity	Speech/ Talking Points
		<p data-bbox="711 120 1425 236">from 1993-2002 and continues as a voluntary faculty member.</p> <p data-bbox="711 339 1516 675">Dr. Davis received her Doctor of Medicine from the University of Rochester, and completed her medical residency at the University of Colorado Health Sciences Center.</p> <p data-bbox="711 783 1435 899">She is a Diplomate of the American Board of Internal Medicine.</p> <p data-bbox="711 1006 1399 1123">The majority of patients Dr. Davis serves are homeless.</p> <p data-bbox="711 1230 1507 1636">In addition to following patients at the main clinic, she also sees patients at a residential substance abuse treatment center and evaluates patients at an outreach clinic located at a homeless shelter in downtown Miami.</p> <p data-bbox="711 1744 1373 1860">Please join me in welcoming Dr. Merideth Davis.</p>

Time	Activity	Speech/ Talking Points
		[Lead applause and be seated.]
10:30-11:30 am	<u>Dr. Merideth Davis</u>	Dr. Davis speaks.
11:30 am	<u>Kammer</u> welcomes questions	Thank you Dr. Davis. Are there any questions?
11:30 am	Announce movement to luncheon room	<p>Thanks, again, Dr. Davis, for sharing your lessons learned and best practices.</p> <p>We will now break and move into the luncheon room – Intercontinental Ballroom, to my right. We will reconvene at <u>11:45 a.m.</u></p>
11:40 am	Encourage guests to move into dining room	Please find your seats. Luncheon will begin in two minutes.
11:45 am	<u>Jenkins</u> From podium, and in hallways, announce the program is starting	The program is beginning. Please be seated.
11:47 am	<u>Jenkins</u> Salads are pre-set.	Please be seated. We will begin the program now.

Time	Activity	Speech/ Talking Points
		<p>My name is Tony Jenkins.</p> <p>I am the vice president of the board of directors of The Blue Foundation for a Healthy Florida.</p> <p>I am also the Central Florida market president for Blue Cross and Blue Shield of Florida.</p> <p>Welcome to Orlando and to the presentation of the 2008 Sapphire Award.</p> <p>I am honored to be here today as we recognize the best of the best in community health programs in Florida, if not the nation.</p> <p>The 21 nominees will be shown throughout the luncheon.</p> <p>Please take a moment to review the list and acknowledge them for this honor when you come across them in your</p>

Time	Activity	Speech/ Talking Points
		<p>travels and work.</p> <p>I would like to take a moment and recognize some who have joined us since this morning's session began.</p> <p>Joining us are physicians from around the state who serve on the Blue Cross and Blue Shield of Florida Physician Advisory Panel.</p> <p>This group of dedicated physicians provides guidance to our company as to what's taking place in the delivery of patient care to our customers.</p> <p>We are pleased you can join us as we recognize excellence in community health programs.</p> <p>[Introduce others as needed – will provide list prior to this section.]</p>
11:48 am	Jenkins Introduces Invocator	<p>[to be determined]</p> <p>[Jenkins is seated.]</p>
11:49	Invocation	Invocation

Time	Activity	Speech/ Talking Points
am		
11:52 am	Jenkins – enjoy your lunch	<p>Thank you, _____.</p> <p>Please, enjoy your lunch. The program will continue in a few minutes.</p>
11:52 am to 12:20 pm	<p>Lunch</p> <p>Timing is approximate.</p>	<p>Timing: desired time to start is when most of the guests have completed or are about to complete the entrée.</p>
12:20 pm	<p><u>Kammer</u> introduces The Sapphire Award and Mahan</p>	<p>I hope you are enjoying your lunch.</p> <p>Please continue eating if you have not finished.</p> <p>I am Randy Kammer, president of the board of directors of The Blue Foundation.</p> <p>This is our fourth year of presenting The Sapphire Award.</p> <p>During those four years, we received 188 nominations, all demonstrating various levels of excellence and all making a difference in the quality of</p>

Time	Activity	Speech/ Talking Points
		<p>life for those who may not have had access to health care.</p> <p>From that group of nominees, 20 organizations were selected to be honorees, sharing \$1.055 million (\$1,055,000) in award funds.</p> <p>With us today are some of those honorees.</p> <p>Please stand and remain standing when I call out your organization:</p> <ul style="list-style-type: none"> o Camillus Health Concern, Miami; o Bay Cares, Panama City; and o Lakeland Volunteers In Medicine, Lakeland. <p>Congratulations on your commitment to excellence.</p> <p>We were curious about what the honorees did with the funds they received as Sapphire Award honorees. So, we asked. And here's what they</p>

Time	Activity	Speech/ Talking Points
		<p>told us:</p> <p>No surprise with this response: Several told us they were able to continue or maintain their programming at existing levels despite decreased income from other sources.</p> <p>Another said, “We completed 2007 with the highest volume of patient encounters in our history.”</p> <p>One created a fitness center for their senior citizen clients and supported other programs.</p> <p>Others received funding from sources that acknowledged their grants were a result of the organizations’ receipt of a Sapphire Award.</p> <p>One created a gang violence program and practically eliminated gang</p>

Time	Activity	Speech/ Talking Points
		<p data-bbox="699 142 1235 180">violence from the schools.</p> <p data-bbox="699 310 1485 495">Finally, receiving the recognition “shows everyone that a small program CAN DO.”</p> <p data-bbox="699 604 1497 936">As you can tell from these reports, Sapphire Award honorees continued to demonstrate excellence in community health programming after receipt of an award.</p> <p data-bbox="699 1045 1493 1524">When we were designing The Sapphire Award some four years ago now, we identified medical, public health and health communication leaders from across the country to serve on the Selection Committee and to identify the honorees.</p> <p data-bbox="699 1591 1501 1936">The Selection Committee and foundation staff continue to be amazed by the outstanding programming and the endless efforts of all of you here today and others who are working</p>

Time	Activity	Speech/ Talking Points
		<p>diligently to improve the health outcomes of Florida's uninsured and underserved.</p> <p>Selection Committee members joining us today include</p> <ul style="list-style-type: none"> o The committee Chair, <u>Dr. Charlie Mahan</u>, retired Professor, Community and Family Health/Obstetrics, at the University of South Florida, Tampa; o <u>Dr. Cyril Blavo</u>, director, Master of Public Health Program, Nova Southeastern University, Fort Lauderdale; o <u>Alina Perez-Stable</u>, program manager, College of Medicine, Florida International University, Miami. <p>Other members, listed on the agenda, could not be with us today.</p> <p>We are grateful for their commitment to</p>

Time	Activity	Speech/ Talking Points
		<p>helping The Blue Foundation define and recognize excellence in community health programs in Florida.</p> <p>Dr. Mahan will announce the honorees of The Sapphire Award</p> <p>Charlie is internationally known as an advocate and expert on maternal and child health.</p> <p>The list of appointments, certifications, task forces, commissions, awards, boards, civic groups, publications and honors is extensive.</p> <p>Dr. Mahan holds degrees from West Virginia University and Northwestern University Medical School, with internships and fellowships at Cook County Hospital in Chicago, Hennepin County General Hospital in Minneapolis, and University of Minnesota Hospital.</p> <p>Please join me in welcoming a devoted public servant, Dr. Charles Mahan.</p>

Time	Activity	Speech/ Talking Points
		[Randy is seated.]
12:30 pm	<u>Mahan</u> introduces the video	<p>Thank you, Randy.</p> <p>It is good to be with you again as we recognize the fourth group of honorees for The Sapphire Award.</p> <p>I know I speak for the other members of the Selection Committee when I say that our job was <u>not</u> easier the fourth time around.</p> <p>The slate of nominees was as impressive, if not more so, than the slate of nominees for the past three years.</p> <p>Congratulations to each of the nominees for their commitment to excellence in caring for our state's most in need.</p> <p>[Lead applause.]</p> <p>What can I tell you about The 2008 honorees without revealing their</p>

Time	Activity	Speech/ Talking Points
		<p>identities at this time in the agenda?</p> <p>First, they represent programs that can be replicated.</p> <p>As learning organizations, they constantly seek expert advice, updated information on their clients' needs and the latest developments in best practices.</p> <p>In addition to a creative and passionate approach to serving unmet needs in their communities, these programs demonstrate continuous improvement.</p> <p>As a group, they overcome obstacles to serve their clients, and they network with other service providers to ensure a complete continuum of care.</p> <p>Some depend on volunteers.</p> <p>All of them share a passion to serve</p>

Time	Activity	Speech/ Talking Points
		<p>their communities.</p> <p>From among the 21 nominated organizations, we selected five (5) to be recognized for their positive impact on the health outcomes of the state's at-risk communities.</p> <p>And now the 2008 Sapphire Award Honorees.</p> <p>[Mahan is seated.]</p>
12:30-12:50 pm	Video	Video rolls – time approximately 18-20 minutes.
12:50 pm	<u>Towler</u> approaches podium and leads applause.	Congratulations to all of our honorees! Applause.
12:53 pm	<u>Towler</u> Mahan, Blavo, Perez-Stable and Kammer are positioned to hand plaques, trophies to and shake hands of honorees. Towler will	I am Susan Towler, executive director of The Blue Foundation. I will assist the Selection Committee with the presentation of awards. Allina, Charlie, Cyril and Randy will

Time	Activity	Speech/ Talking Points
	<p>announce the honorees.</p> <p>Photos will be taken at this time and after the program is over.</p>	<p>join me to present the awards.</p>
	<p><u>Towler</u> Names each honoree.</p> <p>Representative from each organization approaches the podium, accepts plaque, expresses their gratitude, poses for photos, shakes hands, and returns to seats.</p>	<p>We will now call up the honorees, in alphabetical order.</p>
	<p>Jane Robinson Roxanne Grobbel</p>	<p><u>All 'Bout Children</u></p> <p>is a WINNER of the 2008 Sapphire Award and receives \$100,000.</p>
	<p>Duke George</p>	<p><u>Bay Cares</u></p> <p>Is the recipient of an <u>Award of Distinction</u> and \$75,000.</p>

Time	Activity	Speech/ Talking Points
	James Stockwell, MD	<u>Capital Medical Society Foundation</u> Is the recipient of an <u>Award of Distinction</u> and \$75,000.
	Cheryle Worthen	<u>Charlotte Behavioral Health Care</u> Is the recipient of an <u>Honorable Mention</u> and \$25,000.
	John Benz	<u>Memorial Foundation</u> Is a <u>WINNER</u> of the 2008 Sapphire Award and \$100,000.
	<u>Towler</u> leads applause. Selection Committee members are seated	Let's give all the 2008 honorees another round of applause. Thank you.
1:26 pm	Towler -- Closing Comments	Presenting The Sapphire Award and honoring these outstanding programs, the volunteers, the staffs, and clients is so rewarding. To hear the stories of the clients and

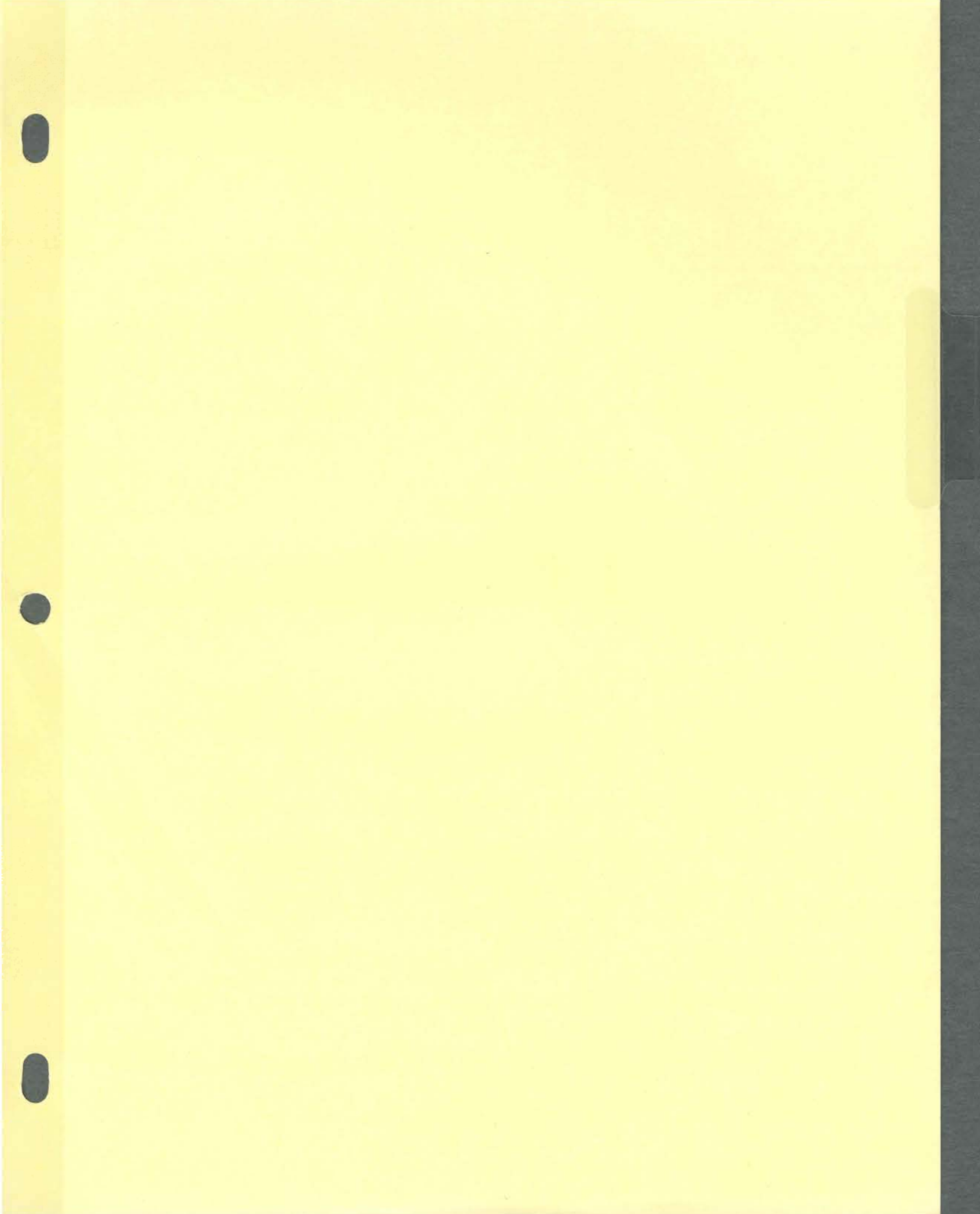
Time	Activity	Speech/ Talking Points
		<p>the staff is so emotional.</p> <p>To know that the care the clients received is the best care available because of the commitment of so many is heartwarming.</p> <p>And we can all be proud of the contributions we are making individually and collectively to increase access to quality health-related services and improve the health of all Floridians.</p> <p>You can read more about the honorees in the <i>Profiles</i> publication you will receive as you leave today.</p> <p>The Nomination Form for the 2009 Sapphire Award will be available after the first of the year.</p> <p>We hope you will contact the honorees to learn more about how they are the standard-bearers in community health programming.</p>

Time	Activity	Speech/ Talking Points
	<p><u>Towler</u> recognizes Mahan</p>	<p>There's one more award we must present.</p> <p>Dr. Mahan has been the chair of the Selection Committee from day one.</p> <p>His vision and leadership have been instrumental in the growth and development of The Sapphire Award.</p> <p>He has announced his retirement, and we would like to acknowledge his service and his commitment to excellence with a \$1,500 honorarium to The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida.</p> <p>Dr. Mahan, we will miss you, your sense of humor, your fairness and your commitment to excellence. Thank you.</p>

Time	Activity	Speech/ Talking Points
		[Lead applause.]
	<u>Towler</u> dismisses the session	<p>On behalf of the board, staff and volunteers of The Blue Foundation; the leadership of Blue Cross and Blue Shield of Florida; the Selection Committee; and our honorees, thank you for joining us today.</p> <p>The Embrace a Healthy Florida grantees will meet in the Intercontinental Room 7-8 to my left, beginning at 1:45 p.m.</p> <p>Honorees and Selection Committee members, please stay for photographs.</p> <p>We wish you a safe journey home.</p>
1:30 - 1:45 pm		Group Photos
1:45 pm	Embrace a Healthy Florida grantees	????

Time	Activity	Speech/ Talking Points
	session	





ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
20	Adams	Jennifer	Digital Video Arts, Inc.
PAP	Agliano	Dennis	Physician's Advisory Panel
8	Andem	Efiong	Faith Health Clinic
8	Andem	Emma	Faith Health Clinic
PAP	Astor	Frank	Blue Cross Blue Shield of Florida
6	Bailey	Gordon	Blue Cross Blue Shield of Florida
13	Baldwin	Julie	USF
PAP	Benrubi	Guy	Physician's Advisory Panel
2	Benz	John	Memorial Healthcare System
2	Bernard	Nicole	Memorial Healthcare System
13	Betterley	Connie	Leon County Health Department
3	Blavo	Cyril	Nova Southeastern University
16	Breaknell	Karen	Nemours
PAP	Bratton	Rachel	Blue Cross Blue Shield of Florida
16	Bryan	Ken	Rails-to-Trails Conservancy
9	Buggle	Amy	DLC Nurse and Learn, Inc.
PAP	Burns	Ronald	Physician's Advisory Panel
PAP	Butler	Madelyn	Physician's Advisory Panel
PAP	Cambo	Jorge	Physician's Advisory Panel
15	Carithers	Caroline	The Robin Shepherd Group
3	Chang	Debbie	Nemours
11	Conner	Tracey	Michelee Puppets, Inc.
3	Davis	Merideth	Camillus Health Concern
9	De Lucca	Michael	Broward Regional Health Planning Council, Inc.
4	Dent	Shannon	We Care Network/Capital Medical Society Foundation
4	Diamond	Ramona	Bay Cares, Inc.
PAP	Dineen	Martin	Physician's Advisory Panel
20	Dorough	Bob	Digital Video Arts, Inc.
PAP	Epstein	David	Physician's Advisory Panel
15	Farley	Jay	Blue Cross Blue Shield of Florida
PAP	Felker	David	Physician's Advisory Panel
16	Feroldi	Therry	Health Council of East Central Florida
12	Ferrell	Dana	Nemours
17	Fields-Johnson	Dana	Duval County Health Department
PAP	Fromklin	Kenneth	Physician's Advisory Panel
13	Gaines	Fabiola	Hebni Nutrition Consultants
5	Garcia	Martha	Blue Cross Blue Shield of Florida
PAP	Gavras	Jonathan	Blue Cross Blue Shield of Florida
6	Gay	Becky	Blue Cross Blue Shield of Florida
8	Geismer	Molly	Friend of Randy
4	George	Marilyn "Duke"	Bay Cares, Inc.

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
12	Gianini	Elizabeth	Burnham Institute for Medical Research
1	Glynn	Jay	Charlotte Behavioral Health Care
1	Glynn	Vicki	Charlotte Behavioral Health Care
PAP	Gonzalez	Jorge	Physician's Advisory Panel
5	Grobbel	Roxanne	All 'Bout Children
PAP	Guerrier	Frederic	Physician's Advisory Panel
6	Gusky	Mary	Good Samaritan Health Clinic
17	Hale	Kimberly	Prime Time of Palm Beach County
10	Hall	Arlease	Friends of St. Lucie Public Health
12	Hall	Melanie	St. Joseph's Children's Hospital
14	Harper	Kathy	Blue Cross Blue Shield of Florida
16	Harvey	Suzette	Prime Time of Palm Beach County
2	Heft	Christine	Memorial Healthcare System
PAP	Hicks	Tom	Physician's Advisory Panel
4	Hill	Mike	PanCare Florida, Inc/CHC-Bay County
11	Hollar	Lucas	Agatston Research Foundation
8	Howland	Peggy	Calhoun County Health Department
5	Hunter	Linda	All 'Bout Children
12	Hutton	Michael	The Blue Foundation
12	Jackson	Helen	DCHD Division of Nutrition Services
7	Jani	Asim	Orange County Health Department
2	Janser	Kevin	JDCD & Memorial Foundation
3	Jenkins	Tony	Blue Cross Blue Shield of Florida
PAP	Jones	Kenneth	Physician's Advisory Panel
3	Kammer	Randy	Blue Cross Blue Shield of Florida
2	Kenyon	Chip	Blue Cross Blue Shield of Florida
PAP	Kever	Sue	Blue Cross Blue Shield of Florida
11	King	Candice	MGT of America
10	King	Dave	Blue Cross Blue Shield of Florida
10	King-Poole	Susan	Muscular Dystrophy Association
7	Kirk-Barto	Claudia	Lupus Foundation of America - SE Florida Chapter
PAP	Kiss	Brian	Blue Cross Blue Shield of Florida
10	Kopelman	Cindi	Shepherd's Hope
20	Labous	Andre	The Robin Shepherd Group
7	Laca	Kathleen	Lupus Foundation of America - SE Florida Chapter
13	Landry	Karen	War on Poverty - Florida
17	Leslie	Jill	Get Active Orlando
8	Leslie	Mary	Friend of Randy
14	Levine	Rita	Blue Cross Blue Shield of Florida

Jeffers, Dec Table 3

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
PAP	Lewis	George	Blue Cross Blue Shield of Florida
17	Lewis	Kathy	Leon County Health Department
9	Macken	Paul	Pathways to Care, Inc.
3	Mahan	Charlie	USF Foundation
15	Makrush	Theresa	The Robin Shepherd Group
1	Malik	Pamela	CBHC Healthy Families
7	Mantilla	Taryn	Catholic Charities of Central FL
PAP	Marcus	David	Physician's Advisory Panel
PAP	Marina-Prieto	Luz	Physician's Advisory Panel
1	Martins	Krista	CBHC Healthy Families
16	Marty	Phillip	USF
5	Masonberg	Stanley	All 'Bout Children
1	McGowan	Mark	Blue Cross Blue Shield of Florida
9	McLaughlin	Carolyn	Pathways to Care, Inc.
6	Mercado	Josephine	Hispanic Health Initiatives, Inc.
17	Monroe	Bridget	Get Active Orlando
PAP	Montgomery	John	Blue Cross Blue Shield of Florida
1	Mooney-Tartaglia	Cheryl	Charlotte Behavioral Health Care
20	Moubray	Megan	Digital Video Arts, Inc.
PAP	Murphy	Terry	Blue Cross Blue Shield of Florida
7	Nelson	Arne	Catholic Charities of Central FL
PAP	Nguyen	Tricia	Blue Cross Blue Shield of Florida
PAP	Nissim	Kenneth	Physician's Advisory Panel
20	Norton	Gloria	Digital Video Arts, Inc.
7	Odahowski	David	Edyth Bush Charitable Foundation
PAP	Olsen	Kim	Blue Cross Blue Shield of Florida
8	O'Neal	Vanessa	Calhoun County Health Department
2	Orosz	Louis	Growth Management Group
6	Orr	Debbie	The Center for Drug Free Living
5	Parad	Howard	All 'Bout Children
5	Parad	Libbie	All 'Bout Children
PAP	Parrish	Renee	Blue Cross Blue Shield of Florida
13	Patten	Carl	Blue Cross Blue Shield of Florida
9	Paugh	George	DLC Nurse and Learn, Inc.
3	Perez-Stable	Alina	FIU College of Medicine
14	Philip	Celeste	Polk County Health Department
PAP	Pizzi	David	Blue Cross Blue Shield of Florida
2	Pont	Amy	Memorial Healthcare System
12	Portelli	Lisa	Winter Park Health Foundation
11	Preston	Tameka	Always Truth Incorporated
14	Price	Catherine	Polk Health Care Alliance
11	Rappa	Marisa	St. Joseph's Children's Hospital
PAP	Redmond	Michael	Physician's Advisory Panel

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
16	Reese	Stuart	The Institute for America's Health
17	Reinhardt	Peggy	Leon County Health Department
15	Riggan	Barbara	The Blue Foundation
PAP	Rivenbark	James	Physician's Advisory Panel
5	Robinson	Jane	All 'Bout Children
11	Robinson	Christine	Stillwater Consulting
5	Rosenbaum	Cynthia	All 'Bout Children
4	Ruschmann	Julia	Bay County Health Department
8	Russell	Ramona	Faith Health Clinic
8	Russell	R.	Faith Health Clinic
8	Russell	Sue	Lakeland Volunteers in Medicine
14	Sampier	Steve	Memorial Healthcare System
6	Santos	Diana	Good Samaritan Health Clinic
4	Schippnick	Aleksandra	Bay County Health Department
PAP	Schwartz	Barry	Blue Cross Blue Shield of Florida
12	Seamon	Fred	MGT of America
15	Seely	Christopher	The Robin Shepherd Group
15	Seely	Nancy	The Robin Shepherd Group
10	Sessions	Terri	Muscular Dystrophy Association
9	Shaw	Kathleen	The Community Foundation, Jacksonville
PAP	Silverman	William	Physician's Advisory Panel
7	Sines	Donna	Community Vision
PAP	Solomon	David	Physician's Advisory Panel
PAP	Stein	Robert	Physician's Advisory Panel
4	Stockwell	James	Capital Medical Society Foundation
PAP	Strain	Richard	Physician's Advisory Panel
PAP	Strong	Cyneetha	Physician's Advisory Panel
PAP	Tally	Philip	Physician's Advisory Panel
3	Towler	Susan	The Blue Foundation
11	Tucker	Carolyn	University of Florida
10	Unterberger	Alayne	Florida Institute for Community Studies, Inc.
10	Vander Wiede	Shari	Shepherd's Hope
PAP	Waldron	Anne	Physician's Advisory Panel
13	Watson	Deb	Winter Park Health Foundation
PAP	Weinberger	Joel	Physician's Advisory Panel
4	Wendland	Karen	We Care Network/Capital Medical Society Foundation
13	Werk	Lloyd	Nemours Children's Clinic
20	Wildes	Susan	The Blue Foundation
6	Willems	Hector	Hispanic Health Initiatives, Inc.
PAP	Williams	Karen	Physician's Advisory Panel

ALPHA SORT

TABLE #	Last Name	First Name	Organization/Business
1	Worthen	Cheryle	CBHC Healthy Families
1	Worthen	Drew	CBHC Healthy Families
14	Zell	John	The Community Foundation, Jacksonville

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
11	Hollar	Lucas	Agatston Research Foundation
5	Grobbel	Roxanne	All 'Bout Children
5	Hunter	Linda	All 'Bout Children
5	Masonberg	Stanley	All 'Bout Children
5	Parad	Howard	All 'Bout Children
5	Parad	Libbie	All 'Bout Children
5	Robinson	Jane	All 'Bout Children
5	Rosenbaum	Cynthia	All 'Bout Children
11	Preston	Tameka	Always Truth Incorporated
4	Diamond	Ramona	Bay Cares, Inc.
4	George	Marilyn "Duke"	Bay Cares, Inc.
4	Ruschmann	Julia	Bay County Health Department
4	Schippnick	Aleksandra	Bay County Health Department
PAP	Astor	Frank	Blue Cross Blue Shield of Florida
6	Bailey	Gordon	Blue Cross Blue Shield of Florida
PAP	Bratton	Rachel	Blue Cross Blue Shield of Florida
15	Farley	Jay	Blue Cross Blue Shield of Florida
5	Garcia	Martha	Blue Cross Blue Shield of Florida
PAP	Gavras	Jonathan	Blue Cross Blue Shield of Florida
6	Gay	Becky	Blue Cross Blue Shield of Florida
14	Harper	Kathy	Blue Cross Blue Shield of Florida
3	Jenkins	Tony	Blue Cross Blue Shield of Florida
3	Kammer	Randy	Blue Cross Blue Shield of Florida
2	Kenyon	Chip	Blue Cross Blue Shield of Florida
PAP	Kever	Sue	Blue Cross Blue Shield of Florida
10	King	Dave	Blue Cross Blue Shield of Florida
PAP	Kiss	Brian	Blue Cross Blue Shield of Florida
14	Levine	Rita	Blue Cross Blue Shield of Florida
PAP	Lewis	George	Blue Cross Blue Shield of Florida
1	McGowan	Mark	Blue Cross Blue Shield of Florida
PAP	Montgomery	John	Blue Cross Blue Shield of Florida
PAP	Murphy	Terry	Blue Cross Blue Shield of Florida
PAP	Nguyen	Tricia	Blue Cross Blue Shield of Florida
PAP	Olsen	Kim	Blue Cross Blue Shield of Florida
PAP	Parrish	Renee	Blue Cross Blue Shield of Florida
13	Patten	Carl	Blue Cross Blue Shield of Florida
PAP	Pizzi	David	Blue Cross Blue Shield of Florida
PAP	Schwartz	Barry	Blue Cross Blue Shield of Florida
9	De Lucca	Michael	Broward Regional Health Planning Council, Inc.
12	Gianini	Elizabeth	Burnham Institute for Medical Research

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
8	Howland	Peggy	Calhoun County Health Department
8	O'Neal	Vanessa	Calhoun County Health Department
3	Davis	Merideth	Camillus Health Concern
4	Stockwell	James	Capital Medical Society Foundation
7	Mantilla	Taryn	Catholic Charities of Central FL
7	Nelson	Arne	Catholic Charities of Central FL
1	Malik	Pamela	CBHC Healthy Families
1	Martins	Krista	CBHC Healthy Families
1	Worthen	Cheryle	CBHC Healthy Families
1	Worthen	Drew	CBHC Healthy Families
1	Glynn	Jay	Charlotte Behavioral Health Care
1	Glynn	Vicki	Charlotte Behavioral Health Care
1	Mooney-Tartaglia	Cheryl	Charlotte Behavioral Health Care
7	Sines	Donna	Community Vision
12	Jackson	Helen	DCHD Division of Nutrition Services
20	Adams	Jennifer	Digital Video Arts, Inc.
20	Dorough	Bob	Digital Video Arts, Inc.
20	Moubray	Megan	Digital Video Arts, Inc.
20	Norton	Gloria	Digital Video Arts, Inc.
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9	Paugh	George	DLC Nurse and Learn, Inc.
17	Fields-Johnson	Dana	Duval County Health Department
7	Odahowski	David	Edyth Bush Charitable Foundation
8	Andem	Efiong	Faith Health Clinic
8	Andem	Emma	Faith Health Clinic
8	Russell	Ramona	Faith Health Clinic
8	Russell	R.	Faith Health Clinic
3	Perez-Stable	Alina	FIU College of Medicine
10	Unterberger	Alayne	Florida Institute for Community Studies, Inc.
8	Geismer	Molly	Friend of Randy
8	Leslie	Mary	Friend of Randy
10	Hall	Arlease	Friends of St. Lucie Public Health
17	Leslie	Jill	Get Active Orlando
17	Monroe	Bridget	Get Active Orlando
6	Gusky	Mary	Good Samaritan Health Clinic
6	Santos	Diana	Good Samaritan Health Clinic
2	Orosz	Louis	Growth Management Group
16	Feroldi	Therry	Health Council of East Central Florida
13	Gaines	Fabiola	Hebni Nutrition Consultants

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
6	Mercado	Josephine	Hispanic Health Initiatives, Inc.
6	Willems	Hector	Hispanic Health Initiatives, Inc.
8	Russell	Sue	Lakeland Volunteers in Medicine
13	Betterley	Connie	Leon County Health Department
17	Lewis	Kathy	Leon County Health Department
17	Reinhardt	Peggy	Leon County Health Department
7	Kirk-Barto	Claudia	Lupus Foundation of America - SE Florida Chapter
7	Laca	Kathleen	Lupus Foundation of America - SE Florida Chapter
2	Janser	Kevin	Memorial Foundation and JCDC
2	Benz	John	Memorial Healthcare System
2	Bernard	Nicole	Memorial Healthcare System
2	Heft	Christine	Memorial Healthcare System
2	Pont	Amy	Memorial Healthcare System
14	Sampier	Steve	Memorial Healthcare System
11	King	Candice	MGT of America
12	Seamon	Fred	MGT of America
11	Conner	Tracey	Michelee Puppets, Inc.
10	King-Poole	Susan	Muscular Dystrophy Association
10	Sessions	Terri	Muscular Dystrophy Association
16	Breaknell	Karen	Nemours
3	Chang	Debbie	Nemours
12	Ferrell	Dana	Nemours
13	Werk	Lloyd	Nemours Children's Clinic
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4	Hill	Mike	PanCare Florida, Inc/CHC-Bay County
9	Macken	Paul	Pathways to Care, Inc.
9	McLaughlin	Carolyn	Pathways to Care, Inc.
PAP	Agliano	Dennis	Physician's Advisory Panel
PAP	Benrubi	Guy	Physician's Advisory Panel
PAP	Burns	Ronald	Physician's Advisory Panel
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PAP	Epstein	David	Physician's Advisory Panel
PAP	Felker	David	Physician's Advisory Panel
PAP	Fromklin	Kenneth	Physician's Advisory Panel
PAP	Gonzalez	Jorge	Physician's Advisory Panel
PAP	Guerrier	Frederic	Physician's Advisory Panel
PAP	Hicks	Tom	Physician's Advisory Panel
PAP	Jones	Kenneth	Physician's Advisory Panel

ORGANIZATION SORT

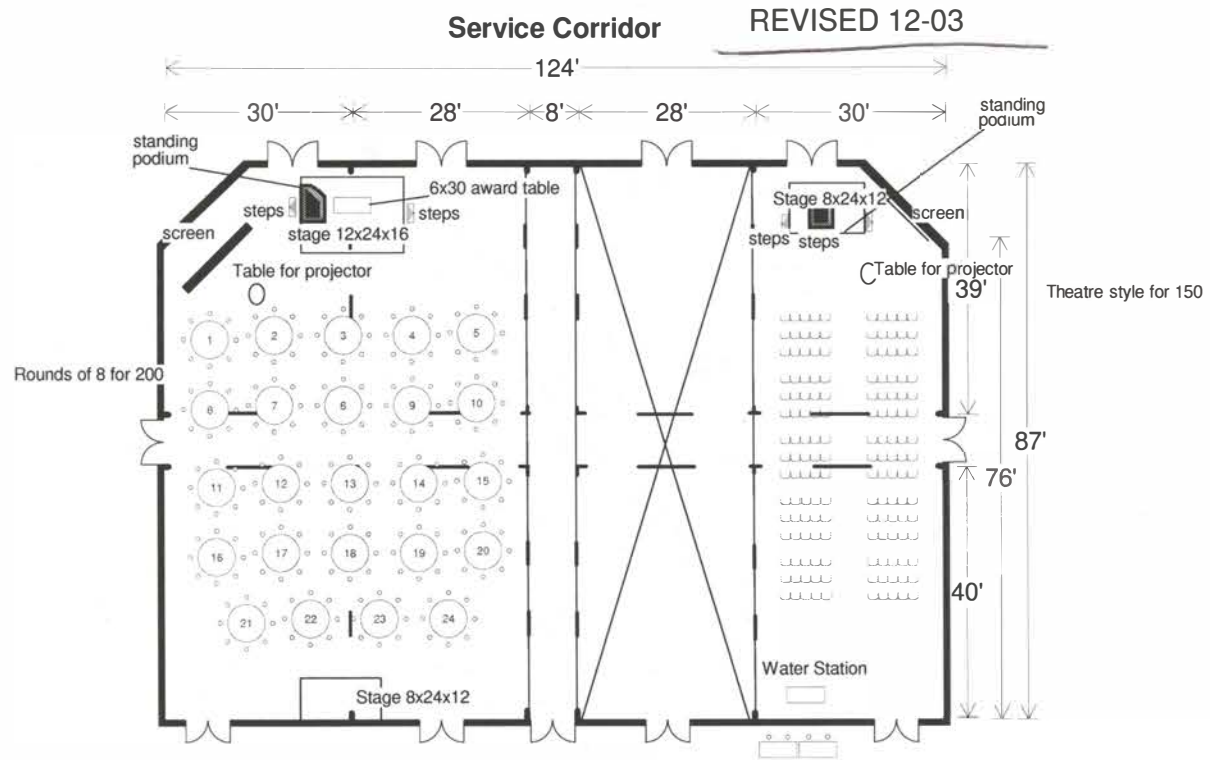
TABLE #	Last Name	First Name	Organization/Business
PAP	Marcus	David	Physician's Advisory Panel
PAP	Marina-Prieto	Luz	Physician's Advisory Panel
PAP	Nissim	Kenneth	Physician's Advisory Panel
PAP	Redmond	Michael	Physician's Advisory Panel
PAP	Rivenbark	James	Physician's Advisory Panel
PAP	Silverman	William	Physician's Advisory Panel
PAP	Solomon	David	Physician's Advisory Panel
PAP	Stein	Robert	Physician's Advisory Panel
PAP	Strain	Richard	Physician's Advisory Panel
PAP	Strong	Cyneetha	Physician's Advisory Panel
PAP	Tally	Philip	Physician's Advisory Panel
PAP	Waldron	Anne	Physician's Advisory Panel
PAP	Weinberger	Joel	Physician's Advisory Panel
PAP	Williams	Karen	Physician's Advisory Panel
14	Philip	Celeste	Polk County Health Department
14	Price	Catherine	Polk Health Care Alliance
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16	Harvey	Suzette	Prime Time of Palm Beach County
16	Bryan	Ken	Rails-to-Trails Conservancy
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10	Vander Wiede	Shari	Shepherd's Hope
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3	Towler	Susan	The Blue Foundation
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20	Labous	Andre	The Robin Shepherd Group
15	Makrush	Theresa	The Robin Shepherd Group
15	Seely	Christopher	The Robin Shepherd Group
15	Seely	Nancy	The Robin Shepherd Group
11	Tucker	Carolyn	University of Florida
13	Baldwin	Julie	USF
16	Marty	Phillip	USF
3	Mahan	Charlie	USF Foundation
13	Landry	Karen	War on Poverty - Florida

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
4	Dent	Shannon	We Care Network/Capital Medical Society Foundation
4	Wendland	Karen	We Care Network/Capital Medical Society Foundation
13	Watson	Deb	Winter Park Health Foundation

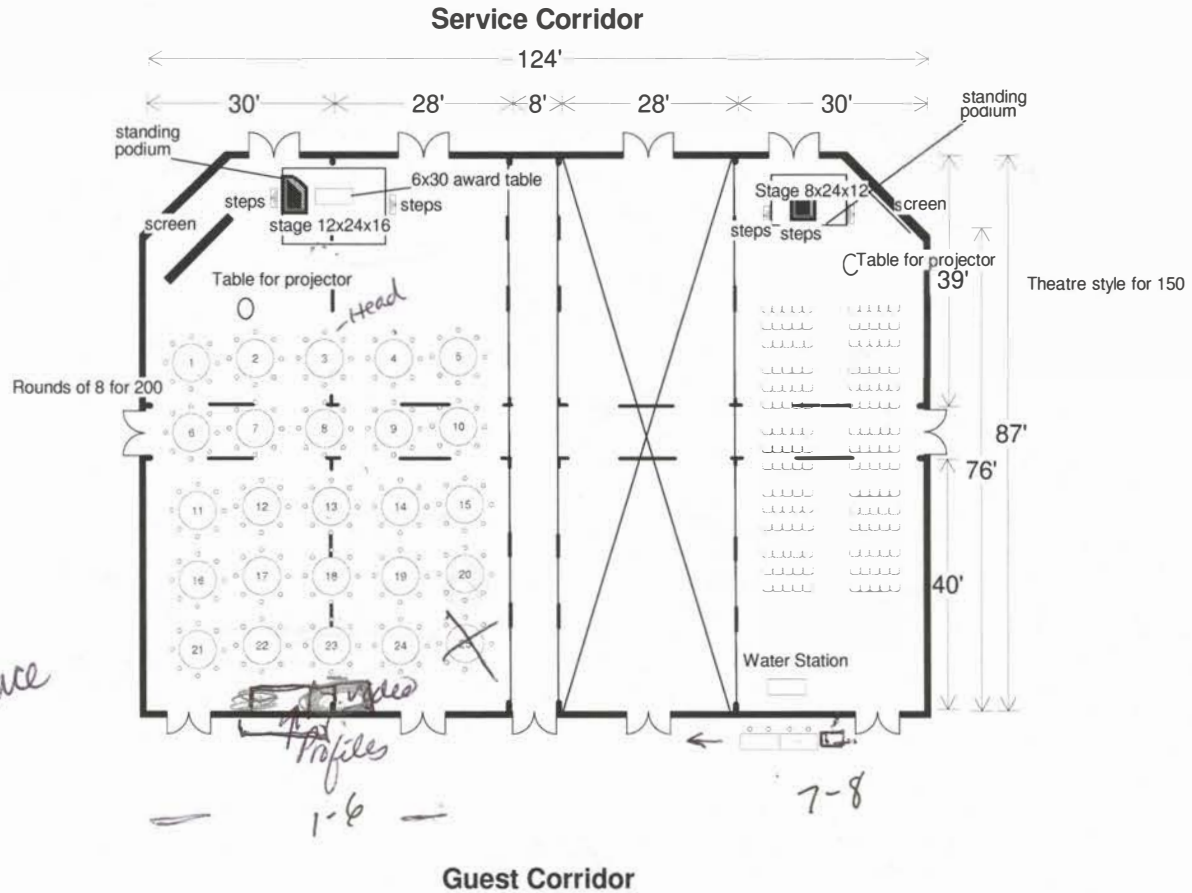
Intercontinental Ballroom
Subdivides Into 8 Sections Total - 10,612 Square Feet

BLUE FOUNDATION 12-05



Intercontinental Ballroom
 Subdivides Into 8 Sections Total - 10,612 Square Feet

BLUE FOUNDATION 12-05



Docs 38

$\frac{34}{192}$

8x12 stage
 24" high
 centered back of room

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5	Robinson	Jane	All 'Bout Children
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1	Martins	Krista	CBHC Healthy Families
1	Worthen	Cheryle	CBHC Healthy Families
1	Worthen	Drew	CBHC Healthy Families
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1	Glynn	Vicki	Charlotte Behavioral Health Care
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6	Santos	Diana	Good Samaritan Health Clinic
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2	Benz	John	Memorial Healthcare System
2	Bernard	Nicole	Memorial Healthcare System
2	Heft	Christine	Memorial Healthcare System
2	Pont	Amy	Memorial Healthcare System
14	Sampier	Steve	Memorial Healthcare System
11	King	Candice	MGT of America
12	Seamon	Fred	MGT of America
11	Conner	Tracey	Michelee Puppets, Inc.
10	King-Poole	Susan	Muscular Dystrophy Association
10	Sessions	Terri	Muscular Dystrophy Association
16	Breaknell	Karen	Nemours
3	Chang	Debbie	Nemours
12	Ferrell	Dana	Nemours
13	Werk	Lloyd	Nemours Children's Clinic
3	Blavo	Cyril	Nova Southeastern University
7	Jani	Asim	Orange County Health Department
4	Hill	Mike	PanCare Florida, Inc/CHC-Bay County
9	Macken	Paul	Pathways to Care, Inc.
9	McLaughlin	Carolyn	Pathways to Care, Inc.
PAP	Agliano	Dennis	Physician's Advisory Panel
PAP	Benrubi	Guy	Physician's Advisory Panel
PAP	Burns	Ronald	Physician's Advisory Panel
PAP	Butler	Madelyn	Physician's Advisory Panel
PAP	Cambo	Jorge	Physician's Advisory Panel
PAP	Dineen	Martin	Physician's Advisory Panel
PAP	Epstein	David	Physician's Advisory Panel
PAP	Felker	David	Physician's Advisory Panel
PAP	Fromklin	Kenneth	Physician's Advisory Panel
PAP	Gonzalez	Jorge	Physician's Advisory Panel
PAP	Guerrier	Frederic	Physician's Advisory Panel
PAP	Hicks	Tom	Physician's Advisory Panel

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
PAP	Jones	Kenneth	Physician's Advisory Panel
PAP	Marcus	David	Physician's Advisory Panel
PAP	Marina-Prieto	Luz	Physician's Advisory Panel
PAP	Nissim	Kenneth	Physician's Advisory Panel
PAP	Redmond	Michael	Physician's Advisory Panel
PAP	Rivenbark	James	Physician's Advisory Panel
PAP	Silverman	William	Physician's Advisory Panel
PAP	Solomon	David	Physician's Advisory Panel
PAP	Stein	Robert	Physician's Advisory Panel
PAP	Strain	Richard	Physician's Advisory Panel
PAP	Strong	Cyneetha	Physician's Advisory Panel
PAP	Tally	Philip	Physician's Advisory Panel
PAP	Waldron	Anne	Physician's Advisory Panel
PAP	Weinberger	Joel	Physician's Advisory Panel
PAP	Williams	Karen	Physician's Advisory Panel
14	Philip	Celeste	Polk County Health Department
14	Price	Catherine	Polk Health Care Alliance
17	Hale	Kimberly	Prime Time of Palm Beach County
16	Harvey	Suzette	Prime Time of Palm Beach County
16	Bryan	Ken	Rails-to-Trails Conservancy
10	Kopelman	Cindi	Shepherd's Hope
10	Vander Wiede	Shari	Shepherd's Hope
12	Hall	Melanie	St. Joseph's Children's Hospital
11	Rappa	Marisa	St. Joseph's Children's Hospital
11	Robinson	Christine	Stillwater Consulting
12	Hutton	Michael	The Blue Foundation
15	Riggan	Barbara	The Blue Foundation
3	Towler	Susan	The Blue Foundation
20	Wildes	Susan	The Blue Foundation
6	Orr	Debbie	The Center for Drug Free Living
9	Shaw	Kathleen	The Community Foundation, Jacksonville
14	Zell	John	The Community Foundation, Jacksonville
16	Reese	Stuart	The Institute for America's Health
15	Carithers	Caroline	The Robin Shepherd Group
20	Labous	Andre	The Robin Shepherd Group
15	Makrush	Theresa	The Robin Shepherd Group
15	Seely	Christopher	The Robin Shepherd Group
15	Seely	Nancy	The Robin Shepherd Group
11	Tucker	Carolyn	University of Florida
13	Baldwin	Julie	USF
16	Marty	Phillip	USF

ORGANIZATION SORT

TABLE #	Last Name	First Name	Organization/Business
3	Mahan	Charlie	USF Foundation
13	Landry	Karen	War on Poverty - Florida
4	Dent	Shannon	We Care Network/Capital Medical Society Foundation
4	Wendland	Karen	We Care Network/Capital Medical Society Foundation
13	Watson	Deb	Winter Park Health Foundation
12	Portelli	Lisa	Winter Park Health Foundation

3 Jeffers

Dee

Healthy Mothers, Healthy Babies

2008 - The Sapphire Award

No.	Organization Name	Contact Person/Title	Contact Person's Title	Program Receiving Nomination	City	Phone # Main	Phone # for Contact Person/CEO	Email
1	Capital Medical Society Foundation	Karen Wendland	Executive Director	We Care Network	Tallahassee	850-877-9018	850-877-9018	kwendland@capmed.org
2	ElderCare of Alachua County, Inc.	Anthony Clarizio	Executive Director	Alz Place Adult Day Care	Gainesville	352-265-9040	352-265-0789, Ext. 59243	claria@sbands.ufl.edu
3	Lakeland Volunteers In Medicine, Inc.	Robert L. Yates <i>Bobby</i>	Chief Administrative Officer	Healthcare for the Working Uninsured	Lakeland	863-688-5846	863-802-4640, Ext. 118	bobby.yates@lvim.net
4	Charlotte Behavioral Health Care, Inc. (CBHC)	Jay Glynn, LMHC	CEO	Healthy Families Charlotte County (HFCC)	Punta Gorda	941-639-8300	941-639-8300, Ext. 245	jglynn@cbhcfl.org
5	All 'Bout Children	Jane Robinson, LMHC	Executive Director	Building Wellness, Resilience, and School Readiness: A Preschool Preventative Intervention	West Palm Beach	561-212-8521	561-212-8521	jane@allboutchildren.org
6	Hillsborough Achievement and Resource Centers (HARC)	Richard Lilliston	CEO	HomeLink	Tampa	813-273-6364	813-273-6364	rlilliston@hillsarc.com <i>kmcdonough@hillsarc.com</i>
7	Hibiscus Children's Abuse Treatment Program	Cliff Whitehall	CEO	Hibiscus Sexual Abuse Treatment Program	Jensen Beach	772-334-9311	772-334-9311, Ext. 443	akantor@hcc4kids.org <i>Art Kantor</i>
8	Bay Cares, Inc.	Kamel Elzawahry, M.D.		Bay Cares, Inc.	Panama City	850-872-4455	850-872-4455, Ext. 1127	kelzawahry@brain&SpineCenter.LLC.com
9	St. Joseph's Hospitals Foundation F/B/O SJH Children's Advocacy Center	Deborah Kotch, CFRE	President	St. Joseph's Hospital Children's Advocacy Center	Tampa	813-872-0979	813-872-0979	Deborah.kotch@bavcare.org
10	Public Health Trust (d/b/a Jackson Health System)	Marvin O' Quinn	President/CEO	Jackson Care-A-Van	Miami	305-585-5513	305-585-6754	MOQuinn@hsmiami.org
11	Memorial Foundation, Inc.	Kevin R. Janser	VP/Executive Director	Health Intervention with Targeted Services (HITS) Program	Hollywood	954-985-3454	954-985-3454	kjanser@mhs.net
12	DLC Nurse & Learn, Inc.	Amy Bugge	Executive Director	Child Care, Nursing and Therapy Program	Jacksonville	904-387-0370	904-387-0370	amy@dlnl.org
13	Neighborhood Health Services	Trish Lockton	Executive Director	Neighborhood Health Services	Tallahassee	850-224-2469	850-224-2469	trish.lockton@nhscclinic.org
14	Quantum House, Inc.	Randall E. Smith	President - Board of Directors	Quantum House	West Palm Beach	561-494-0515	561-494-0515	Not included? <i>Bryn Little</i>
15	Volunteers in Medicine-Jacksonville (VIM-Jax)	Jeff Matthews	Business Administrator	Volunteers in Medicine-Jacksonville (VIM-Jax)	Jacksonville	904-399-2766	904-399-2766, Ext. 123	jmathews@vim-jax.org <i>Software donated</i>
16	Muscular Dystrophy Association	Susan King Poole	Regional Director	Muscular Dystrophy Association, Patient Services of Northeast Florida	Jacksonville	904-642-2656	904-642-2656	spooler@mdausa.org
17	Leeza Gibbons Memory Foundation	Dr. James D. Huysman	Executive Director	Leeza's Place	Miami	305-573-3232	305-573-3232	lgfoundation@aol.com
18	Alachua County Medical Society Foundation	E. Coy Irvin, M.D.	CEO	ElderCare Health Recovery Project	Pensacola	850-478-0706	850-478-0706	cov.irvin@bhcnps.org <i>Beth Rogers 77-7360</i>
19	American Red Cross, Tampa Bay Chapter	Anna Trefethen	CEO	Nursing Assistant Training	Tampa	813-348-4820	813-348-4820, Ext. 821	trefethenan@vas.redcross.org
20	Pathways to Care	Paul Macken	Administrator	Pathways to Care Homeless Nursing & Social Services Assistance	Casselberry	407-388-0245	407-929-6564	p.macken@pathwaystocareinc.org <i>Julia cbappert:15</i>
21	Child Life Institute, Inc.	Jim Sugarman	Interim CEO	Pediatric Oncology Support Team	West Palm Beach	561-882-6336	561-340-4068	jim.sugarman@clwfb.org
22								
23								
24								

Claudia Jordan's supervisor

*Katherine * he had not mentioned*

Merwin Cardero

Patrick

Wiggins

Kay Len Stat 12/1

Susan called me Beth Rogers 77-7360 jury duty today

Ed Dir Med Soc Holly Strickland

**The Blue Foundation for a Healthy Florida
Embrace a Healthy Florida
Building a Community of Practice
December 5, 2008
Orlando, FL
1:30 to 3:30 PM**

Meeting Purposes: To meet the core statewide team, to launch a community of practice guided by the members, to launch evaluation

Participants:

The Blue Foundation for A Healthy Florida staff and consultant
Evaluation team
All Practice, Research, Partner grantees

Objectives:

- Meet each other and learn what colleagues are doing across the state
- Community of practice established with parameters set by the group
- The Blue Foundation offers initial information to begin the formation of the community
- Evaluation launched with discussion about expected outcomes, measures, ways we will work together

Agenda:

1:30 Welcome and Introductions *Susan Towler*
Each participant states name, organization, role, and **1 minute** overview of program

2:30 Embrace a Healthy Florida Overview *Michael Hutton and Susan Towler*
General objectives, ultimate goals, charge to the group

2:40 General overview of Community of Practice *Christine Robinson*

Facilitated conversation on ways to build a community of practice

Guiding questions include:

- What tools would be useful?
- How can we facilitate the work?
- What technical assistance resources would be useful?
- Who is willing to provide TA?
- Who is willing to host a group meeting?
- How often should we connect?

3:10 Evaluation *Candace King*

Ultimate goals and how they are defined
Evaluation purpose and process
Data collection
Participatory evaluation

3:30 Closure

THE BLUE FOUNDATION
FOR A HEALTHY FLORIDA

2008

SAPPHIRE AWARD



SYMPOSIUM AND
AWARDS PRESENTATION

DECEMBER 5, 2008

HYATT REGENCY ORLANDO
INTERNATIONAL AIRPORT



THE BLUE FOUNDATION FOR A HEALTHY FLORIDA 2008 SAPPHIRE AWARD SYMPOSIUM AND AWARDS PRESENTATION

- 8:00 a.m. to 9:00 a.m.** Check-in and Refreshments, Mirabel Foyer
- 9:00 a.m. to 9:15 a.m.** Welcome and Introductions, Mirabel/Shannon/Kai Taki Rooms
Susan B. Towler, Executive Director,
The Blue Foundation for a Healthy Florida
- 9:15 a.m. to 10:15 a.m.** *Childhood Obesity: Trends, Effective Programs
and Best Practices*
Debbie Chang, Senior Vice President and Executive Director
of Nemours Health and Prevention Services, Delaware
- 10:15 a.m. to 10:30 a.m.** Break
- 10:30 a.m. to 11:30 a.m.** **Randy M. Kammer**, President, Board of Directors,
The Blue Foundation for a Healthy Florida
Managing Chronic Disease in the Clinic Setting
Merideth Davis, M.D., Camillus Health Concern, Miami, Florida
- 11:30 a.m. to 11:45 a.m.** Break and move to luncheon location
- 11:45 a.m. to 1:30 p.m.** The Sapphire Award Presentation and Lunch, Intercontinental Ballroom
Welcome and Introductions
Tony Jenkins, Central Florida Market President,
Blue Cross and Blue Shield of Florida, and Vice President,
Board of Directors, The Blue Foundation for a Healthy Florida
Invocation
Luncheon
Awards Presentation
Randy M. Kammer
Charles Mahan, M.D., Chair, The Sapphire Award Selection Committee
Closing Remarks
Susan B. Towler
- 1:45 p.m. to 3:30 p.m.** Embrace a Healthy Florida Grantee Session, Mirabel Room

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

The Blue Foundation for a Healthy Florida is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. The mission of The Blue Foundation is to enhance access to quality health-related services through strategic grantmaking to nonprofit organizations that serve the state's uninsured and underserved populations. Since its founding in 2001, The Blue Foundation has presented more than 158 grants and 20 awards totaling more than \$10.5 million.

THE SAPPHIRE AWARD

The Sapphire Award recognizes and awards community health programs that have demonstrated excellence, success and high merit in improving the health-related outcomes of Florida's at-risk populations and communities. Programs are nominated by three persons familiar with the organization, and are reviewed by an independent Selection Committee made up of medical, public health and health communication experts from across the country and Florida. A total of 21 organizations were nominated for the 2008 Sapphire Award.

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA 2008 SAPPHIRE AWARD SYMPOSIUM AND AWARDS PRESENTATION

PAST HONOREES

2007 SAPPHIRE AWARD HONOREES

WINNER (\$100,000)

Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program, Alachua County

AWARD OF DISTINCTION (\$75,000 EACH)

Epilepsy Foundation of Florida, Inc., Miami

HUG-Me, (Help Understand and Guide Me), a program at the Howard Phillips Center for Children & Families, Orlando

Lakeland Volunteers In Medicine, Lakeland

HONORABLE MENTION (\$25,000)

Big Bend Cares, Inc., Tallahassee

2006 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Alachua County Organization for Rural Needs (ACORN) Clinic, Brooker

Kristi House, Miami

The Bridge of Northeast Florida, Jacksonville

HONORABLE MENTION (\$25,000)

Neighborhood Health Clinic, Naples

FINALIST (\$5,000)

Henderson Mental Health Center – Cottages in the Pines COURT Project, Fort Lauderdale

2005 SAPPHIRE AWARD HONOREES

WINNERS (\$100,000 EACH)

Camillus Health Concern, Miami

Crisis Center of Tampa Bay, Tampa

The Rubin Center for Healthy Aging at Senior Friendship Centers, Sarasota

HONORABLE MENTIONS (\$15,000 EACH)

Bay Cares, Panama City

Broward Children's Center, Pompano Beach

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida, Tampa

Wayside House, Delray Beach

FINALISTS (\$5,000 EACH)

Epilepsy Foundation of South Florida, Miami

Neighborhood Health Clinic, Naples

WE CARE, Jacksonville

2008 HONOREES WILL BE ANNOUNCED DURING LUNCH.

THE SAPPHIRE AWARD SELECTION COMMITTEE

Charles Mahan, M.D., *Selection Committee Chair*
Professor, Community and Family Health/Obstetrics,
University of South Florida; Tampa, Fla.

Michael Beachler, M.P.H.
Executive Director, Obici Healthcare Foundation; Suffolk, Vir.

Cyril Blavo, D.O., M.P.H.
Director, Master of Public Health Program,
Nova Southeastern University; Fort Lauderdale, Fla.

Kristi Krueger
Television News Anchor and Health Reporter,
WPLG-TV; Miami, Fla.

Alina Perez-Stable
Program Manager, College of Medicine,
Florida International University, Miami, Fla.

Lisa Simpson, M.B., B.Ch., M.P.H., F.A.A.P.
Director, Child Policy Research Center, Cincinnati
Children's Hospital Medical Center, and Professor,
Department of Pediatrics, University of Cincinnati; Cincinnati, Ohio

Randy Meg Kammer
President, Board of Directors, The Blue Foundation for a Healthy Florida,
and Vice President of Regulatory Affairs and Public Policy, Blue Cross
and Blue Shield of Florida; Jacksonville, Fla.

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA BOARD OF DIRECTORS

Randy M. Kammer, President
Tony Jenkins, Vice President
S. V. (Chip) Kenyon, Secretary
Kim Read, Treasurer

Frank Astor, M.D.
Michael Cascone, Jr.
Martha Garcia
Rebecca (Becky) Gay

Cyrus M. (Russ) Jollivette
Deanna McDonald
Mark McGowan

SPEAKER INFORMATION



Debbie I. Chang

Senior Vice President and Executive Director of Nemours Health and Prevention Services, Delaware

Ms. Chang guides the overall strategic efforts of the organization and its work in the Delaware community, represents NHPS on Nemours executive leadership teams, and steers Nemours policy and advocacy activities at the national level. Ms. Chang has 17 years of federal and state government experience in the health field and enjoys a national reputation in child health policy and programs. She has also been appointed a member of the senior associate faculty in the Department of Population, Family, and Reproduc-

tive Health at the Johns Hopkins Bloomberg School of Public Health. She was previously Deputy Secretary for Health Care Financing at the Maryland Department of Health where she oversaw Medicaid and SCHIP, the State Children's Health Insurance Program. Ms. Chang has held several high-level positions with the federal government, including leading the national implementation of SCHIP. She is an engineering graduate of MIT and holds a master's degree in public health from the University of Michigan.



Merideth Davis, M.D.

Camillus Health Concern, Miami, Florida

Dr. Davis is an internist with Camillus Health Concern since 2002, having also volunteered at the health center in the mid-1990's. Before joining the staff at Camillus Health Concern, she was a member of the department of medicine at the University of Miami from 1993-2002 and continues as a voluntary faculty member. She received her Doctor of Medicine from the University of Rochester, and completed her medical residency at the University of Colorado Health Sciences Center. Dr. Davis is a Diplomate of the American Board of Internal Medicine.

The majority of patients Dr. Davis serves are homeless. In addition to following patients at the main clinic, she also sees patients at a residential substance abuse treatment center. Dr. Davis also evaluates patients at an outreach clinic located at a homeless shelter in downtown Miami.

The Blue Foundation
FOR A HEALTHY FLORIDA



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

The Blue Foundation for a Healthy Florida • 4800 Deerwood Campus Parkway, DC3-4 • Jacksonville, FL 32246
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