



INVESTING IN AMERICA'S HEALTH

   2012



**BlueCross®
BlueShield®**

**THE POWER
OF BLUE**



For more than 80 years, the 37 independent and locally operated Blue Cross and Blue Shield companies have been committed to improving health and wellness in the places we call home. From coast-to-coast, The Blues® provide valuable resources to schools and other organizations, and to families and individuals, to help create healthier communities — not just for our 100 million members, but for every American.

Looking back at the past year, I am proud to say that Blue Cross and Blue Shield companies collectively contributed more than \$356 million in community investment to help our communities prepare for a healthier future. The following pages highlight the social impact we had in 2012 by showcasing programs and initiatives that touched – and continue to touch – millions of lives.

Looking at the current year and beyond, The Blues will continue to deliver national impact through local support of these and similar efforts — efforts that demonstrate The Power of Blue, a commitment to our communities unrivaled by any other health insurer.

Yours in good health,

A handwritten signature in black ink, appearing to read 'Scott P. Serota', with a stylized flourish at the end.

Scott P. Serota
President and CEO
Blue Cross Blue Shield Association

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THE POWER OF BLUE: Creating Healthier Communities

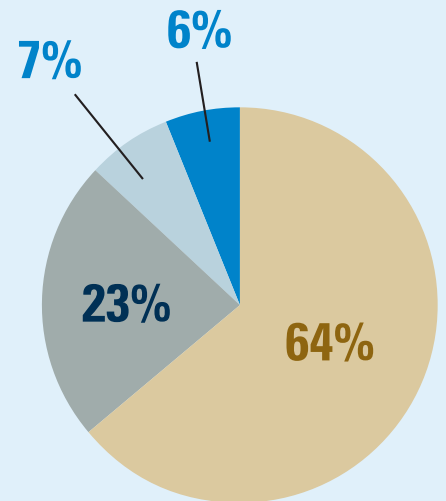
100 million members – 1-in-3 Americans – rely on Blue Cross and Blue Shield companies for access to safe, quality, and affordable healthcare. Our responsibility as the Blue System does not end there. The power we give our members is the same power we extend to our communities, tackling some of the biggest challenges facing the neighborhoods where we live and work.

By your side for more than 80 years, we remain committed to this vision. We provide funding for underserved communities to receive the healthcare they deserve. We work together with local physicians and hospitals to improve the healthcare system. We lead and help fund local programs that improve the health and wellness of our members and their neighbors.

The relationships with our communities and the improvements we have made together demonstrate **The Power of Blue – the power to make a difference.**

\$356 Million Charitable Community Investments

2012 Blue System Community Investments by Focus Area:



- Improving Healthcare Access
- Improving Healthcare Quality & Safety
- Enabling Healthy Living
- Community and Social Causes

Improving Healthcare Access

With a presence in every zip code, Blue Cross and Blue Shield companies have a responsibility to help all Americans gain access to the care they deserve. Our local focus allows us to understand community needs in a way only a neighbor could. Our national reach gives us the power to meet those needs by supporting critical safety-net and financial assistance programs — facilitating access to care for millions of families and individuals nationwide.

The Blues supported Charitable Health Coverage Programs, medical financial assistance initiatives and safety-net partnerships as well as public programs including Children’s Health Insurance Programs.

Impact Areas:

- Medical financial assistance programs
- Safety-net partnerships
- Maternal and child healthcare
- Children’s Health Insurance Programs (CHIP)

Improving Healthcare Quality & Safety

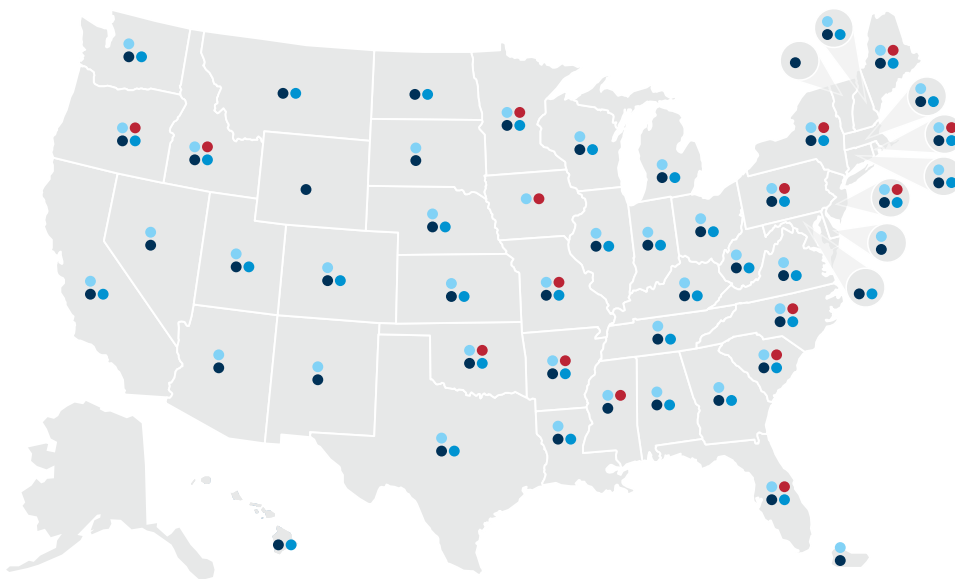
Year after year, decade after decade, the Blues are dedicated to creating a safe, coordinated, and evidence-based healthcare system. We invest in programs and partnerships that specifically support the improvement of healthcare quality and safety.

We incentivize and reward physicians that provide quality and affordable care with positive outcomes. Today, a significant amount of Blue Cross and Blue Shield claims spend is tied to value-based programs. This means that we are helping to improve healthcare value — for all Americans.

Throughout the country, the Blues are partnering with local clinicians on initiatives to deliver quantifiable improvements in quality and affordability.

We have programs in market or development in 49 states, District of Columbia and Puerto Rico.

Value-Based Programs



- Patient-Centered Medical Homes (PCMH)
- Accountable Care Organizations (ACO)
- Pay-for-Performance Programs
- Episode-Based Payments



Impact Areas:

- Health professional training
- Medical research
- Healthcare delivery and innovation programs
- Public policy, development, and advocacy

Serving Public Health Through Medical Technology Research

Founded in 1985, the Blue Cross and Blue Shield Association's Technology Evaluation Center (TEC) pioneered the development of scientific criteria for assessing the effectiveness of medical devices, procedures and biological products through comprehensive reviews and clinical evidence. It provides healthcare decision makers with timely, objective and scientifically rigorous assessments that synthesize the available evidence on the diagnosis, treatment, management and prevention of disease.

TEC is one of only 11 Evidence-based Practice Centers for the U.S. Agency for Healthcare Research and Quality.

Impact Areas:

- Adult and child obesity prevention
- Disease prevention and management
- Community health initiatives
- School programs

10 Cities

have hosted Play Streets:

- Buffalo, New York
- Caguas, Puerto Rico
- Chicago, Illinois
- Durham, North Carolina
- Minneapolis, Minnesota
- New Orleans, Louisiana
- Omaha, Nebraska
- San Francisco, California
- Savannah, Georgia
- York, Pennsylvania

Enabling Healthier Living

The Blues invest in programs that reach the foundation of our communities – schools, families, and individuals – to foster healthier lifestyles. We fund and create programs that help our neighbors develop and maintain healthy habits and achieve an even higher quality of life.

In 2012, we provided direct charitable contributions and resources to community programs that improve the health of children, families, and communities across the country.

One area of specific focus for the Blue System is the health and wellness of children and reversing the trend of childhood obesity.

Play Streets



Photo by: Andrew Monson

In collaboration with the Partnership for a Healthier America (PHA,) Blue Cross and Blue Shield companies in 10 states hosted more than 40 events that gave communities a place to play, by closing roads to traffic and opening them up for families to jump, run and stay active.



Million Hearts™



BCBS companies are partnering with the Department of Health and Human Service's Million Hearts™ initiative to prevent one million heart attacks and strokes by 2017.

Using nationwide data on heart health, the Blues will work alongside doctors, hospitals, and public health leaders to identify interventions in communities with the highest rates of hypertension.

Second Opinion

Since 2003, the Blue Cross and Blue Shield Association has funded the production of Second Opinion, an award-winning PBS Television program dedicated to health literacy and improving communication and interaction between physicians and their patients.



Partnerships with National Scope and Local Impact



The Blues work alongside local chapters of national organizations that share the same vision of a healthier America. Together, we leverage the power of a national network to make a more meaningful impact locally.

In 2012, we supported and partnered with local chapters of the following national organizations to support the health and wellbeing of communities across America:

- Alzheimer’s Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- American Red Cross
- Arthritis Foundation
- Big Brothers Big Sisters
- Easter Seals
- JDRF
- The Leukemia and Lymphoma Society
- Make-a-Wish Foundation
- March of Dimes
- Muscular Dystrophy Association
- National Multiple Sclerosis Society
- Special Olympics
- Susan G. Komen Foundation
- United Way
- YWCA

American Red Cross

The Blue System and its employees provided financial support to the American Red Cross and other organizations to aid the people affected by Hurricane Sandy.

Additional Support Included:

- Early prescription refills
- Approved requests for continuation of hospital stays
- Waived referral and pre-certification requirements



The Blues and local American Red Cross chapters have unique partnerships that allow Blue employees to assist fellow neighbors following major disasters. Pictured is the BCBS Kansas Disaster Response Team.

Impact Areas:

- Environment
- Disaster Relief
- Hunger
- Domestic Violence

108,600+
VOLUNTEER HOURS

Blue System employees across the country gave back to their communities:

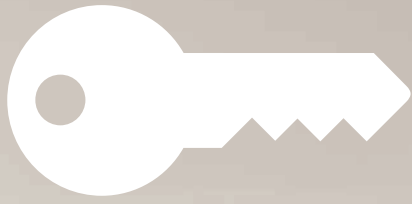
- Playground builds
- Community gardening
- Meals to the homeless
- Community walks supporting non-profits
- School mentoring
- Blood donations
- Board service

97%

Blue Cross and Blue Shield companies offering on-site recycling at their office facility.

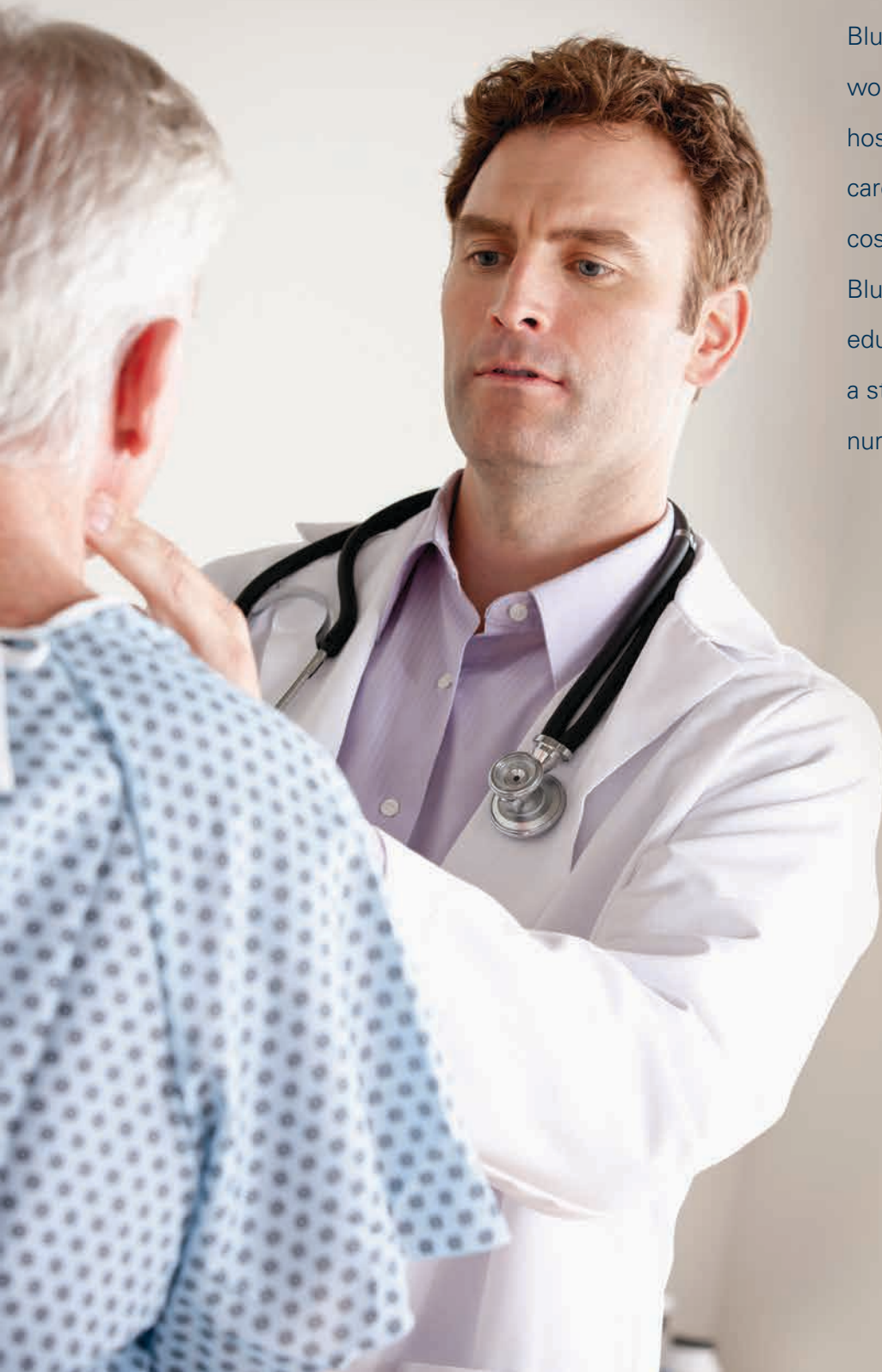
90%

Blue Cross and Blue Shield companies have an environmental sustainability initiative.



Improving Healthcare Access

Blue Cross and Blue Shield companies work alongside local physicians and hospitals to help provide safe and efficient care while helping to keep healthcare costs down. Additionally, Blue Cross and Blue Shield companies are providing education and funding resources to build a strong front-line team of future doctors, nurses and other healthcare providers.





Alabama College of Osteopathic Medicine



ACOM's inaugural class began in August 2013.

As part of Blue Cross and Blue Shield of Alabama's (BCBSAL) mission to provide employers, families and individuals access to quality, affordable healthcare, BCBSAL partnered with the Southeast Alabama Medical Center Foundation to help benefit the Alabama College of Osteopathic Medicine (ACOM).

150 STUDENTS ARE ENROLLED IN ACOM'S INAUGURAL CLASS.

With a shortage of primary care physicians in Alabama, ACOM will play a key role in helping increase the number of primary care doctors in the state. ACOM's objective is to provide quality osteopathic education, research, and service that focuses on patient-centered primary care in order to address the medically underserved areas of Alabama. Additionally, it is expected that this initiative will positively impact the financial health of South Alabama by providing additional jobs and dollars to the area.

ACOM, located in Dothan, Alabama, is the only osteopathic medical college in the state and one of only 34 in the United States. Construction of ACOM began January 2012, and the college received provisional accreditation as of July 1, 2012. This four-year osteopathic medical college's inaugural class began in August 2013 with 150 students enrolled.



ACOM will play a key role in helping increase the number of primary care doctors in the state.



BlueCross BlueShield of Alabama

www.bcbsal.com



Access to Basic Healthcare Services



The Hawaii Medical Service Association Foundation has long supported community service organizations in the delivery of healthcare services to Hawaii's under-served and uninsured population.

The HMSA Foundation has partnered with Aloha Medical Mission (AMM) since 1999 to provide free dental care to underserved Hawaii residents. In 2002, AMM opened a dental clinic at Palama Settlement in Honolulu's low-income Kalihi-Palama district, and patients came from across Oahu for free dental care.

Since its inception, AMM has provided nearly \$5.4 million in basic dental care, including exams, cleanings, fillings and extractions for more than 23,000 uninsured, low-income residents.

AMM, a volunteer-driven organization, also provides community outreach and specialized programs:

- **First Smile.** This education program

for preschool and kindergarten students emphasizes the importance of proper dental care at a young age to prevent complications later in life. To date, 1,039 students and 60 parents have participated in the program.

- **Welcome Smile.** This program provides temporary restorative dentistry for women who have experienced abuse or incarceration. Patients receive temporary prosthetic pieces to help build their confidence so they can lead healthy, productive lives.
- **Community Outreach.** A dedicated outreach coordinator educates the community on dental health and the availability of AMM's services. To date, AMM has reached 6,908 underserved individuals.



Welcome Smile provides hope and positive outlook giving women the confidence to enter the working world. This is an example of one of the 40 women that have been helped through the program.

**AMM HAS REACHED
6,908
UNDER-SERVED
INDIVIDUALS.**



AMM partners with Farrington Health Academy providing students with dental clinic experience. Students created this "Healthy Harry" board to teach First Smile participants about healthy food choices and how they affect oral health.



FAMILY MEDICINE RESIDENCY
OF IDAHO

Family Medicine Residency of Idaho



Idaho has a severe shortage of primary care physicians. In fact, the state ranks 49th in the ratio of physicians to population. This shortage is expected to be more acute given the healthcare demands of an aging population and an influx of newly insured Idahoans.

The Blue Cross of Idaho Foundation for Health (The Foundation). The Foundation partnered with the Family Medicine Residency of Idaho to address this need for more primary care physicians.

Family Medicine Residency's three-year training program prepares medical school graduates to become family physicians, with a focus on practicing medicine in rural and under-served communities.

Approximately 57 percent of the residents who train at Family Medicine Residency ultimately decide to stay and establish practices in Idaho.

The Foundation provides monetary support to the Family Medicine Residency's rural training program helping to increase the number of residents who provide needed medical care in rural areas.

57%

OF THE RESIDENTS WHO TRAIN AT **FAMILY MEDICINE RESIDENCY** ULTIMATELY DECIDE TO STAY AND ESTABLISH PRACTICES IN IDAHO.





Health Care for the Homeless



In 2012, CareFirst BlueCross BlueShield chose to fund public access programs to address the challenge of making healthcare accessible to communities throughout Maryland, Washington D.C. and northern Virginia, including **Health Care for the Homeless** (HCH) for its pediatric and adolescent clinic.

The CareFirst donation helped HCH expand its capacity to treat the extraordinary prevalence of poverty-related health problems, immunization delays, untreated or under-treated acute and chronic medical problem among homeless children in Baltimore City.

HCH's pediatric and adolescent clinic enables providers to address physical and behavioral health needs in a more comprehensive manner. Child-friendly

exam rooms and additional family interview rooms create a safe, confidential environment for providing care. In addition to traditional pediatric medical care, the clinic provides vision and hearing screenings, dental care and pharmacy services.

Since the opening of the clinic, HCH has provided care for 1,237 unique clients with 4,433 encounters, both in the clinic and during outreach visits.



In recognition of CareFirst's long-term financial support for adults and children experiencing homelessness in Baltimore, HCH named the clinic "The CareFirst BlueCross BlueShield Pediatric Clinic."

SINCE ITS OPENING, HCH HAS PROVIDED CARE FOR

1,237

UNIQUE CLIENTS





AFG PROGRAMMING IS DESIGNED TO ADDRESS BOTH THE IMMEDIATE AND LONG-TERM NEEDS OF THE YOUNG WOMEN WE SERVE, EMPOWER THEM TO SEEK AND MAKE POSITIVE CHOICES, AND AFFECT LASTING AND MEANINGFUL CHANGE IN THEIR LIVES.

Alternatives for Girls



A community-based, nonprofit organization, **Alternatives for Girls** works in the streets of Detroit, providing safe shelter, street outreach and educational support, vocational guidance, mentoring, prevention activities and counseling for homeless and high-risk girls and young women.

Recognizing that these girls and young women face increased risk for HIV, human papillomavirus, hepatitis and tuberculosis as well as preventable chronic conditions and that they often do not have access to care, Blue Cross Blue Shield of Michigan Foundation awarded a grant to a project to expand onsite healthcare services for this highly vulnerable and largely uninsured population.

These transient and disenfranchised girls and young women are often reached only one time, which makes

it difficult to establish a medical home for the coordination of care.

The Foundation's grant will address immediate medical and survival needs; provide basic healthcare screening services; offer disease screening and testing, initial health assessments and referrals, and follow up with an ongoing "medical home" and primary-care provider.

In funding this program, the Foundation partnered with the Detroit-based Metro Health Foundation and the Jewish Fund located in Bloomfield Hills, Michigan.



Blue Cross Blue Shield of Michigan Foundation is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.

www.bcbsm.com/foundation



Increasing Access to Coverage



Knowing that lack of health insurance is a barrier to care, Blue Cross and Blue Shield of Minnesota Foundation is working to **increase access to healthcare coverage for low-income Minnesotans** among people who are eligible for coverage under state programs but are not enrolled.

A survey conducted by the Minnesota Department of Health and University of Minnesota School of Public Health showed that in 2011 nearly 490,000 Minnesotans lacked health insurance, even though 60 percent of them were potentially eligible for state programs.

The lack of health insurance triggers a cascade of potentially devastating consequences for many low-income Minnesotans. Lack of preventive care and lack of treatment for medical conditions can lead to more serious illnesses, resulting in preventable hospitalizations and deaths.

Supported by five, two-year Foundation grants, organizations throughout Minnesota are reaching out to potentially eligible residents and helping them enroll in a state-sponsored health plan by screening and helping them complete applications.

The Foundation initiative supports community organizations that are working together to create a statewide network that serves uninsured Minnesotans, conducting outreach, support, referral, application assistance and guidance services. In addition, it helps these organizations prepare for healthcare reform.



www.bcbsmnfoundation.org



RACE/ETHNICITY	ALL UNINSURED		TOTAL POPULATION	
	2009	2011	2009	2011
WHITE	75.6% [^]	72.1% [^]	87.7%	86.5%
BLACK	10.3% [^]	11.5% [^]	5.3%	5.9%
AMERICAN INDIAN	3.6% [^]	3.3% [^]	1.6%	2.1%
ASIAN	4.5%	5.8%	3.8%	4.5%
HISPANIC/LATINO	11.4% [^]	13.4% [^]	4.2%	4.7%

Distribution adds to more than 100% since individuals could choose more than one race/ethnicity.
[^] Indicates statistically difference between uninsured and total population at 95% level within year.
 SOURCE: 2009 and 2011 Minnesota Health Access Surveys

Nearly 500,000 Minnesotans lack healthcare coverage, although 60 percent are potentially eligible for public healthcare programs.





SINCE 2010,
\$1.5 MILLION

IN DENTAL BENEFITS
FOR MONTANA CHILDREN
WITH HELP FROM **THE
CARING FOUNDATION.**



The Caring Foundation



The **Caring Foundation of Montana**, a 501 (c) (3) organization, is exclusively dedicated to providing Montana children with access to healthcare benefits. Founded by Blue Cross and Blue Shield of Montana (BCBSMT) in 1992, the Foundation has provided a gateway to essential healthcare services for thousands of uninsured Montana children.

The Governor’s Cup in Helena, the Caring Classic Golf Scramble in Helena, and other fundraising events and initiatives provide the basis for the Caring Foundation of Montana’s resources.

Since 2010, the Caring Foundation has provided funding to the Healthy Montana Kids Dental Program and matched a Federal grant resulting in \$1.5 million in dental benefits for Montana children.



**BlueCross BlueShield
of Montana**

www.bcbsmt.org



UNC School of Medicine Physician Assistant Master's Degree Program



Photo at left: UNC School of Medicine Physician Assistant Master's Degree Program key partners from left to right Tom Ross, UNC President; United States Army Special Operations Command Surgeon, Colonel Peter J. Benson; Brad Wilson, BCBSNC President and CEO; Holden Thorp, UNC Chancellor (former); Dr. Bruce Cairns, UNC Director, Jaycee Burn Center; Dr. William Roper, Dean UNC School of Medicine, Vice Chancellor Medical Affairs

Blue Cross and Blue Shield of North Carolina (BCBSNC) and the UNC School of Medicine are collaborating to create a physician assistant master's degree program at the University of North Carolina for returning military veterans.

The program, developed with input from the U.S. Army Special Operations Command team at Fort Bragg, N.C., will build on the medical training and experience that special forces medical sergeants receive during their service and provide opportunities for veterans who want to transfer their skills to the healthcare system.

A national survey of special forces medical sergeants in 2010 showed that 92 percent wanted to pursue a career in healthcare outside a military setting.

This program addresses the shortage of healthcare professionals in North Carolina while supporting the nation's veterans.

The UNC School of Medicine and BCBSNC will encourage these veterans to continue their medical careers in North Carolina, where they already may have established families and have community ties.

BCBSNC has pledged to fund the degree program for four years to help UNC establish the master's curriculum and hire full-time program staff. The program is in the early planning stages and expects to enroll its first class of student veterans in 2015.

A 2010 NATIONAL SURVEY OF SPECIAL FORCES MEDICAL SERGEANTS SHOWED THAT

92% WANTED TO PURSUE A CAREER IN HEALTHCARE OUTSIDE A MILITARY SETTING.



www.bcbsnc.com



TCMC

THE COMMONWEALTH
MEDICAL COLLEGE



Principals from BCNEPA and The Commonwealth Medical College gather in August 2012 at a dedication ceremony honoring BCNEPA's support.

THE COLLEGE IS
PROJECTED TO ADD
**425 QUALIFIED
PRACTICING PHYSICIANS**
TO COMMUNITIES
THROUGHOUT
NORTHEASTERN AND
NORTH CENTRAL
PENNSYLVANIA DURING
THE NEXT 20 YEARS.

The Commonwealth Medical College



Blue Cross of Northeastern Pennsylvania (BCNEPA) was one of the first organizations to champion the creation of **The Commonwealth Medical College** in Scranton, Pa.

The college was established in 2008 through the grassroots efforts of visionary community leaders who understood the need to provide future generations of physicians to care for the residents of northeastern and north central Pennsylvania.

BCNEPA provided critical funding for the college's start-up costs and academic support in 2006, and a second BCNEPA grant helped fund the construction of the Medical Sciences Building.

The college, which welcomed its first class of MD and MBS (master of biomedical sciences) students in August 2009, is projected to add 425 qualified

practicing physicians to communities throughout northeastern and north central Pennsylvania during the next 20 years.

On August 30, 2012, as its first class of medical students began the final year before graduation, the college recognized BCNEPA's key contributions by dedicating the Medical Sciences Building's entry garden and fountain with these words:

"In grateful recognition of the unwavering support of Blue Cross of Northeastern Pennsylvania for The Commonwealth Medical College and our shared mission of creating a healthier community."



BlueCross
Northeastern
Pennsylvania

www.bcnepa.com/Community



Clinica Esperanza – Cheer Clinic



Clinica Esperanza/Hope Clinic, founded in 2007 by a group of medical volunteers in Providence, R.I., to provide free medical care and preventive health services to adults who do not have health insurance or cannot afford care, received a grant from Blue Cross & Blue Shield of Rhode Island (BCBSRI) to support patients with non-urgent healthcare needs.

BCBSRI is funding Clinica Esperanza’s Cheer clinic, which provides an alternative to costly emergency room care.

The Cheer clinic not only expands access to an affordable healthcare option but also serves as a learning environment for those entering the medical profession. The clinic is supported by the volunteer efforts of medical students from Brown University and the University of Rhode Island as well as other healthcare providers in the community.

To bridge healthcare access language barriers, the Cheer clinic provides interpreter services for Spanish and other languages for patients who do not speak English as a first language.

Between August and December 2012, the Cheer clinic evaluated and treated 292 walk-in patients, averting \$108,000 in potential emergency room costs. In addition, the clinic’s care rated highly with patients, who reported a satisfaction level of nine on a 10-point scale.

BETWEEN AUGUST
AND DECEMBER 2012,
THE CHEER CLINIC
EVALUATED AND TREATED 292
WALK-IN PATIENTS, AVERTING

\$108,000

**IN POTENTIAL EMERGENCY
ROOM COSTS.**





S.C. Free Clinic Association



LAST YEAR, MORE THAN

52,000

UNINSURED SOUTH CAROLINIANS RECEIVED MEDICAL CARE AT **NO COST TO TAXPAYERS.**



Free clinics throughout South Carolina are getting a boost from BlueCross BlueShield of South Carolina Foundation through its support of the **S.C. Free Clinic Association** (SCFCA), which offers advocacy, research, public relations, resource development, training and technical assistance to its member clinics.

A three-year grant awarded by the Foundation in 2011 supports five SCFCA initiatives: operational support for the SCFCA, base grants to SCFCA clinics, funding to create a clinic certification program, support for special projects and funding to start new clinics in areas of need.

Free clinics, which assess and seek to fill gaps in local healthcare delivery systems, serve a valuable role as a safety net provider. Last year, more than 52,000 uninsured South

Carolinians received medical care at no cost to taxpayers. In 2012, 51 free clinics served 36 of South Carolina's 46 counties.

In 2012, a special project committee awarded five projects, including the hiring of a nurse practitioner to serve multiple clinics in neighboring counties and increased capacity for coordinated pharmacy services for free clinics with a long-term goal to expand from six clinics to supporting clinics statewide.





The Caring For Women Program

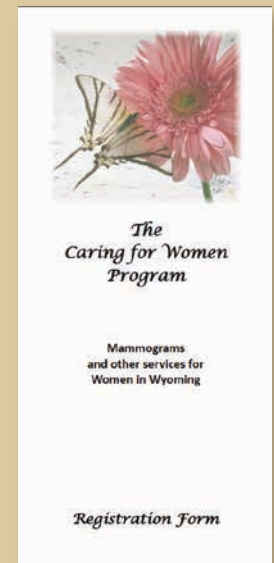


A yearly wellness exam is critical to good health, and a mammogram is a vital part of early breast cancer detection. These services, along with a pap smear, should be part of every woman's preventive healthcare. However, many Wyoming women do not receive these services because they lack insurance coverage or cannot afford these services.

Wyoming has one of the lowest breast cancer screening rates in the nation, so the primary goal of The Caring for Women program is to increase screening rates across the state. Supported by Blue Cross and Blue Shield of Wyoming, the Caring for Women program provides a wellness visit, mammogram and pap smear to eligible women, with services provided by a statewide network of healthcare professionals who agree to provide these services at reduced fees. Contracted providers are reimbursed

directly at no cost to the women participating in the program.

Susan G. Komen and General Electric dedicated resources in partnership with the Caring for Women program, other statewide healthcare organizations and providers to introduce Wyoming Women First, an initiative to improve breast cancer outcomes. With the financial support and navigation services available through this initiative, the Caring for Women program served more than 1,200 women in 2012.



IN 2012, THE CARING FOR WOMEN PROGRAM SERVED MORE THAN

1,200 WOMEN



WYOMING

An Independent Licensee of the Blue Cross Blue Shield Association

[www.bcbswy.com/
company_info/community](http://www.bcbswy.com/company_info/community)



Improving Healthcare Quality and Safety

Healthcare must be safe, coordinated, evidence-based and affordable. Blue Cross and Blue Shield companies are leaders in healthcare innovations to ensure that all Americans receive the high-quality healthcare that they deserve.



A labeled pillbox helps seniors to take their medications correctly.

IN 2012, THE PROGRAM
SAVED CARELINK CLIENTS

\$33,840

IN THE COST OF DUPLICATED
OR CONFLICTING DRUGS.

HomeMeds Program



Medication errors not only endanger the lives and well-being of as much as half of the nation's elderly but also contribute to more than \$170 billion in drug-related illnesses each year.

With a grant from the Blue & You Foundation for a Healthier Arkansas, a North Little Rock, Ark., nonprofit, CareLink, added **HomeMeds** to the programs and services it provides to senior citizens in central Arkansas. HomeMeds is a proven, medication safety program developed specifically for home-care patients.

CareLink's HomeMeds program identifies, assesses and resolves medication problems by expanding an evidence-based medication management improvement system for 500 Medicaid home-care clients in six counties in Arkansas.

To uncover problems with drug interactions or drug duplications, CareLink coordinators visit patients at home and enter all of their prescriptions and over-the-counter medications in the HomeMeds application on laptop computers. If a combination of drugs generates an interaction or duplication alert, coordinators send this information electronically to pharmacists at the University of Arkansas for Medical Sciences who identify the problem and relay the information to the patient's physician for resolution.

In 2012, the program saved CareLink clients \$33,840 in the cost of duplicated or conflicting drugs and saved \$576,805 in avoidable medical interventions or hospitalizations.



www.blueandyoufoundationarkansas.org



Listening to Low-Income Patients



A healthcare system in which patients are active participants has the potential to not only increase efficiency and effectiveness but also lead to better health outcomes.

To inform efforts to achieve this type of patient-centered system, Blue Shield of California Foundation commissioned the 2012 report “Empowerment & Engagement” to provide new empirical data on the needs and preferences of low-income patients as well as useful analysis to help providers improve the quality of their care.

Researchers surveyed only low-income individuals, the majority of whom are uninsured or underinsured, to bring the voices of these individuals into the conversation about the transformation of care and to provide community health centers and physicians with an inside look at the perspectives of this patient population.

The survey results underscore the value of a strong patient-physician connection and the importance of effective communication. Indeed, among patients who say they are well informed about their health, more than two-thirds feel comfortable asking questions and making healthcare decisions.

The survey also showed that feeling informed directly predicts a patient’s level of engagement, regardless of a patient’s education, income, gender or race. These important findings suggest that clear information can help level the healthcare playing field across different population groups.








Nursing Initiatives



**A TOTAL OF
2,735**


**NURSING AND ALLIED
HEALTH DEGREE-SEEKING
STUDENTS RECEIVED
SCHOLARSHIPS FUNDED
BY FLORIDA BLUE** 

Florida Blue  and the Florida Blue  Foundation have worked with nurse educators, nursing associations and the Florida Center for Nursing since 2004 to improve health outcomes and increase the number of nurses caring for the people of Florida.

Since the establishment of Generation RNSM, a philanthropic program to support partnerships that address the state's nursing shortage, Florida Blue  has made investments to develop a diverse, well-trained nurse workforce to meet the healthcare needs of Floridians.

The public-private partnership is nationally recognized for excellence in its work to increase educational capacity, workforce diversity and continuing education and professional development of nurses.

The philanthropic investment to reinforce frontline care has resulted in:

- A total of 2,735 nursing and allied health degree-seeking students benefitting from scholarships.
- The Florida Blue  Center for Health Care Access, Patient Safety and Quality Outcomes at the University of Florida to conduct research in nursing best practices.
- Support of MagnetTM-designated facilities, as recognized by the American Nurses Credentialing Center, by highlighting the designation on provider lists available to members online.

**Florida
Blue** 
Foundation

An Independent Licensee of the
Blue Cross Blue Shield Association

Florida Blue 

An Independent Licensee of the Blue Cross Blue Shield Association

**www.floridablue.com
www.bluefoundationfl.com**



Enhancing Care for Children with Asthma



Asthma is the leading cause of days missed from school and work, which is why Health Care Service Corporation (HCSC) created an exciting, new partnership in 2012 through its children’s community health initiative, **Healthy Kids, Healthy Families**®.

HCSC teamed with the American Lung Association of the Upper Midwest (ALAUM) to implement community-based interventions to improve the health outcomes of children with asthma.

The partnership will span three years and engage 60 health centers that serve high-risk populations, with the goal of improving pediatric asthma care to an estimated 480,000 children. The program aims to directly impact children with asthma and their caregivers, community leaders and educators, resulting in improved long-term care outcomes.

Through this project, five health centers will be recruited every year in each of HCSC’s four states to form a cohort. The health centers in the cohort then meet monthly, focusing each month on improving one element of guidelines-based asthma care at their facilities. Technical assistance, mentoring and training are provided by ALAUM. By the end of each one-year cohort, all levels of health center staff and all stages of clinic care – from intake to outpatient – will have been addressed.

THE GOAL OF THE 3-YEAR PARTNERSHIP IS TO IMPROVE PEDIATRIC ASTHMA CARE TO AN ESTIMATED

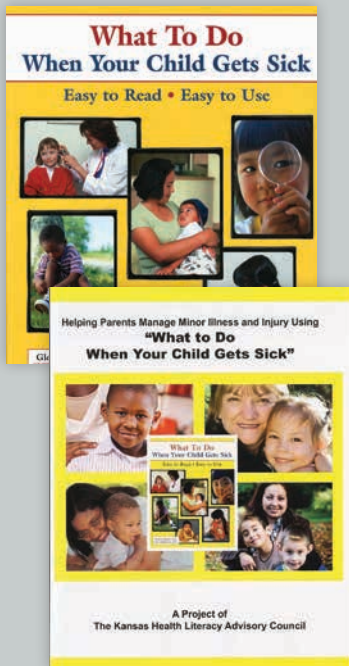
480,000 CHILDREN



www.hcsc.com/our impact



Parent Health Literacy Project



These are examples of the parents' and practitioners' manuals — just one of the several tools used in the Parent Health Literacy Project.

Blue Cross and Blue Shield of Kansas Foundation partnered with the Kansas Head Start Association to fund the **Parent Health Literacy Project** to reduce the number of unnecessary emergency room and physician visits while empowering parents to make informed decisions about the appropriate level of care to seek for their sick children.

The program educates practitioners who interact regularly with parents through ongoing workshops on health literacy and teaching methods for low-literacy audiences. Those practitioners then train parents in small group settings to help them make wise decisions about what they can do for their children and guide them in appropriate use of the medical system.

The program provides a variety of Foundation-funded training tools. The Foundation's contribution also will fund practitioner training, assist

with the development of online training materials to increase access to information and enable four additional regions of the state to have practitioner training workshops.

Head Start reports that the Parent Health Literacy Project has resulted in lower percentages of emergency room visits, unnecessary doctor visits, fewer school days missed by children and fewer work days missed by parents because of their children's illnesses.





Bordering on Zero



The Centers for Disease Control and Prevention estimates that 1.7 million cases of hospital-acquired infections resulted in 99,000 deaths in 2002. In upstate New York, an estimated 24,000 hospital-acquired infections led to nearly 1,100 deaths in 2010.

The Bordering on Zero collaborative is a partnership between Excellus BlueCross BlueShield, IGNITE Consulting (via University Health Network in Toronto, ON), and 13 upstate New York hospitals. Launched in September 2012, the three-year collaborative has a goal to improve patient safety, including the prevention of hospital-acquired infections, reduction of patient falls, prevention of pressure ulcers, compliance with hand hygiene, etc. It uses a frontline staff ownership approach to improve care. Excellus funded the consulting services for participating hospitals.

Treating hospital-acquired infections in upstate New York added \$344.3 million

to \$669.7 million (2011 dollars) to hospital costs.

Bordering on Zero builds on the work of Michael Gardam, M.D., medical director for infection prevention and control at Toronto's University Health Network and director of IGNITE Consulting. In 2009, Gardam oversaw research that included the Canadian Patient Safety Institute to prevent the spread of hospital superbugs that cause serious infections. Five Canadian hospitals in the project reduced their infection rates by half in 18 months.

Participating hospitals in Bordering on Zero expect positive results within 12 months.



PARTICIPATING HOSPITALS IN
BORDERING ON ZERO EXPECT
POSITIVE RESULTS WITHIN

12 MONTHS





Collaborating with Top Institutions for Healthcare Innovations that Keep People Well



Vitality GlowCups, designed to help patients maintain medication regimens, light up and sound off when it's time to take the medication.



Whether it's through glowing, musical pill bottles or machine-learning algorithms, Independence Blue Cross (IBC) is identifying innovative ways to improve healthcare quality and safety through partnerships with leading academic institutions.

IBC is working with New York University and NYU Langone Medical Center to develop machine-learning algorithms to spot cases of undiagnosed diabetes and predict pre-diabetes in patients.

IBC also is collaborating with Penn Medicine on several research initiatives to address some of today's most pressing health issues. Studies include examining the economic impact of using peer mentors to help manage diabetes, the effects of establishing stroke centers in Philadelphia hospitals on stroke outcomes, and understanding

how genomic testing can improve clinical outcomes and reduce cancer treatment costs.

The collaboration's first experiment involves a pill bottle that glows and makes musical sounds to remind heart attack survivors to take their medicine. The study will look into whether the device will help patients take their medications as prescribed by their doctors and reduce the risk of another heart attack.



Tennessee Surgical Quality Collaborative (TSQC)



Funding from the BlueCross BlueShield of Tennessee Health Foundation makes it possible for surgeons and hospitals throughout Tennessee to work together to measure and improve surgical care using the American College of Surgeons' National Surgical Quality Improvement Program, the first nationally validated, risk-adjusted, outcomes-based program.

The **Tennessee Surgical Quality Collaborative (TSQC)** is a unique partnership between the Tennessee chapter of the American College of Surgeons and the Tennessee Hospital Association's Tennessee Center for Patient Safety.

The TSQC hospitals have shown improvements in both morbidity and mortality. Since the inception of monitoring in January 2009, total postoperative occurrences declined by 5.2 percent, and mortality rates improved by 7.25 percent.

The collaborative found statistically significant improvement, as a group, in eight of 21 postoperative occurrences monitored within the American College of Surgeons' National Surgical Quality Improvement Program

The collaborative saved almost \$2.2 million per 10,000 general and vascular surgery cases when comparing results from 2010 with those from 2009.

In 2012, the collaborative expanded to include a total of 21 Tennessee hospitals.



THE COLLABORATIVE
SAVED ALMOST

\$2.2 MILLION

PER 10,000 GENERAL
AND VASCULAR SURGERY
CASES WHEN COMPARING
2010 AND 2009 RESULTS.





Enabling Healthier Living

Blue Cross and Blue Shield companies are committed to improving the health and wellness of the communities we call our own, by providing a variety of resources to organizations, schools, families, and individuals to help create a healthier living environment for all. The Blues® also create local initiatives that are helping individuals and families adopt and maintain healthy living habits.





KEEPING OUR COMMUNITIES
HEALTHY AND STRONG
IS A TOP PRIORITY FOR
EVERYONE AT BLUE CROSS
BLUE SHIELD OF ARIZONA.

Power1K Kids After School Program



The **Power1K Kids After School Program** is a 24-week comprehensive health and fitness program that seeks to teach kids and their parents, healthy habits and behaviors.

Dr. Mario Ventura, Superintendent at Isaac Elementary School District, believes by bringing the program into schools and involving parents, children have a greater opportunity to practice what they learn. That way healthy habits and behaviors can be reinforced in the two places children spend most of their time—at home and at school.

With help from Arizona State Senator Robert Meza, Phoenix City Councilman Tom Simplot, and support from local businesses like Blue Cross Blue Shield of Arizona, no one is turned away due to a financial challenge.

A pilot program is now working with 210 fourth and fifth graders, in seven schools from the City of Phoenix, Isaac School District. Because the program focuses on the family, both students and parents together learn important lessons for lifelong health and wellness.

Through an integrated healthy living curriculum, the program will provide a safe, fun, active and culturally-oriented environment for students and parents to:

- Create healthy and active lifestyles through physical activity and health education.
- Combat degenerative and preventable diseases such as cardiovascular and diabetes.

Today such cross sector collaborations and alliances are more important than ever in addressing the increasing number of complex public issues that spill over various economic and social boundaries. As with the Power1K Kids After School Program, keeping our communities healthy and strong is also a top priority for everyone at Blue Cross Blue Shield of Arizona.



Hands-Only™ CPR



Nearly 400,000 cardiac arrests occur every year in locations other than a hospital, and in 89 percent of those instances, an individual dies because he or she didn't receive cardiopulmonary resuscitation (CPR) immediately from someone nearby.

Six Blue entities in 14 states (CA, CO, CT, GA, IN, KY, ME, MO, NH, NJ, NV, OH, VA, and WI) believe these instances of cardiac arrest needn't end tragically and in 2012 joined with the American Heart Association (AHA) in a three-year, national campaign to raise awareness of **Hands-Only™ CPR** as a lifesaving method and to increase the likelihood of people performing CPR in an emergency.

Hands-Only CPR has been shown to be as effective as conventional mouth-to-mouth CPR, and people are more likely to feel comfortable performing it.

Together with the AHA in this campaign are the Anthem Foundation, Anthem Blue Cross Foundation, Anthem Blue

Cross and Blue Shield Foundation, Blue Cross Blue Shield of Georgia Foundation, Empire Blue Cross and BlueShield and Empire BlueCross Foundation.

With the financial support of these six organizations, the interactive Hands-Only CPR mobile tour and awareness campaign surpassed expectations for 2012:

- 45 training events were conducted in 16 markets.
- 10,941 individuals were trained in person at the events.
- 1,426,399 individuals were trained via the virtual demonstration.

<https://www.anthem.com/health-insurance/about-us/charity-guidelines>



Blue Cross Blue Shield of Georgia Foundation
Independent Licensees of the Blue Cross Blue Shield Association



NATIONAL CENTER FOR APPROPRIATE TECHNOLOGY



Fostering Healthy Diets in Children through Vibrant School Projects



Despite an emerging local food scene and the state’s rich agricultural history, access to healthy, fresh food is a privilege for some lowans who face the reality of food insecurity. The Wellmark Foundation intends to make a difference, awarding a grant to the National Center for Appropriate Technology (NCAT) to implement its **Fostering Healthy Diets in Children Through Vibrant School Projects** program.

NCAT is a national nonprofit organization whose mission is to help people by championing small-scale, local and sustainable solutions to reduce poverty, promote healthy communities and protect natural resources.

The Wellmark-funded initiative, which benefits multiple schools in the Des Moines area, seeks to address the national and local problem of childhood obesity by fostering scholastic food environments that feature fresh fruits and vegetables and sustainable, garden-based education through its FoodCorps programming.

The premise of the initiative is to demonstrate beautiful, productive school gardens that engage students in experiential learning, community members in volunteerism and teachers and staff in teaching and shared leadership. School gardens are spaces where children learn to grow fruits and vegetables and, in doing so, begin to grasp the interrelationship of the food they eat, the soil and sunshine, nutrition, cooking and agriculture.



Challenge for a Healthier Louisiana



Obesity is fast becoming the most important public health problem of the 21st century, with the greatest prevalence in the South. Among the 50 states, Louisiana currently ranks sixth for adult obesity and fourth for childhood obesity.

Because their environment shapes how individuals make decisions about diet and fitness, the Blue Cross and Blue Shield of Louisiana Foundation issued a challenge to communities across the state to help reshape their environments to support healthy living and prevent obesity.

To help these communities succeed in combating obesity, the Foundation, along with the Pennington Biomedical Research Center, known for its work in fighting both childhood and adult obesity, developed the **Challenge for a Healthier Louisiana** grant program.

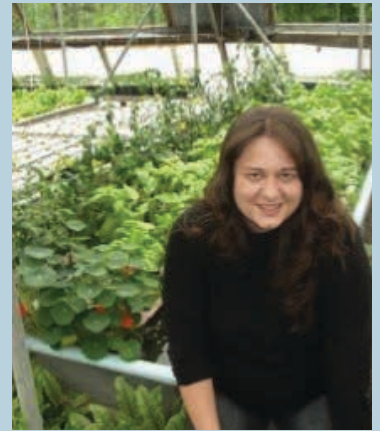
This program aids communities in implementing healthy eating and active living programs along with environmental change initiatives that support healthier communities for children and families across Louisiana.



Progress to date:

- **Live Lively LaSalle** hosted a 5K run to celebrate the ribbon cutting on its park trail connector in Jena, La.
- The **Fresh Beginnings** project had a kick-off for its **Project Fit America** component at four Baton Rouge elementary schools where exercise equipment was installed.
- The **Capital Area Pathways Project** and **Mobile Playground** in Baton Rouge conducted a ribbon cutting and groundbreaking ceremony.

IN 2012, THE BCBSLA FOUNDATION RECEIVED **49 APPLICATIONS** TOTALING JUST OVER **\$110 MILLION** IN POSSIBLE **HEALTHY LIVING INITIATIVES** ACROSS LOUISIANA.



Marianne Cufone, Project Director for Growing LA and Executive Director of the Recirculating Farms Coalition.



75th Anniversary Grants



They say an ounce of prevention is worth a pound of cure. That certainly is true in healthcare. Blue Cross Blue Shield of Massachusetts (BCBSMA) knows that healthy eating and lifestyle choices made today, especially among children and families, can prevent many health problems tomorrow.

In 2012, BCBSMA celebrated 75 years in business by dedicating new resources to an issue it finds critically important: Obesity has approached epidemic proportions, particularly in low-income communities where people have limited access to nutritious, affordable food.

Through 75th Anniversary Grants, BCBSMA invested in four nonprofit organizations to advance the long-term health and nutrition of children and families.

- **Project Bread**, in partnership with Lynn Economic Opportunity, Inc., received a grant to launch its **Chefs in Head Start** initiative in the city of Lynn, transforming the eating experiences of low-income children in their homes and schools through nutrition education, local shopping trips, cooking lessons and access to healthy food.

- **Boston Natural Areas Network** received a grant to improve the 59 community gardens it owns and to start new ones.
- **Holyoke Food and Fitness Policy Council** received a grant to implement the **Holyoke Kindergarten Initiative**, a nutrition education program for more than 200 children in three schools.
- **Urban Food Initiative** received a grant to partner with grocery stores to collect their unused but still fresh food and offer it at steep discounts in its community-based market for underserved neighborhoods in Boston.



MASSACHUSETTS
75 YEARS



Live Healthy, Lead Healthy



The Blue Cross & Blue Shield of Mississippi Foundation continues to support health and wellness initiatives that improve the health of Mississippians. This includes community organizations such as the Girl Scouts, who are renowned for building character and developing leadership skills in girls.

In 2012, the Foundation awarded the Girl Scouts of Greater Mississippi a grant to support **Live Healthy, Lead Healthy**, a comprehensive healthy living initiative. The program, targeting 5- to 18-year-old girls, encourages healthy lifestyle habits, including fitness and good nutrition.

About 5,000 Girl Scouts and adult volunteers set health goals, while learning how to maintain or achieve a healthy weight. Girl Scouts participating in the **Live Healthy, Lead Healthy** initiative pledged to encourage their families and friends to join them in living a healthy lifestyle.

In addition to summer camp, Girl Scouts enjoyed fun-filled activities, such as Adventure Days (archery, canoeing and kayaking), the Pumpkin Run, Warrior Dash, Turkey Trot, Jingle Bell Jog, Zumba-thon, International Play Day, Girl Scouts Go Pink, Cookie Chase and Shamrock Shuffle.



Since the program began, participants report increased physical activity and healthier eating.



A Subsidiary of Blue Cross & Blue Shield of Mississippi.

www.healthiermississippi.org



girl scouts

ABOUT

5,000

GIRL SCOUTS & ADULT VOLUNTEERS SET HEALTH GOALS, WHILE LEARNING HOW TO MAINTAIN OR ACHIEVE A HEALTHY WEIGHT.



The Girl Scouts of Greater Mississippi hosted the Cookie Chase Fun Run at the Jackson Zoo, which included fun activities for the girls and their families.



Dawnavan Davis, Director of Health Promotions at Blue KC, congratulates girls as they finish the 5k race.

Total Number of Sites, Programs and Girls Supported by Blue KC Funding for the 2012 Season:

19 SITES

34 PROGRAMS

429 GIRLS

363 HFS*

15% BCBS MEMBERS

22% OVERWEIGHT/OBESE

*Healthy Family Surveys complete

Girls on the Run



Blue Cross and Blue Shield of Kansas City (Blue KC) supports the positive emotional, social, mental and physical development of third- to fifth-grade girls through a partnership with **Girls on the Run**, a 10-week, after-school youth development program.

Girls on the Run uses interactive games and training for a 5K running event as tools to teach life lessons. Physical activity is woven into the program to instill an appreciation of fitness and to build habits that lead to a lifetime of health.

In 2012, Blue KC supported 19 Girls on the Run programs involving more than 400 girls. Blue KC provided full scholarships for teams as well as scholarships for individual girls in the Kansas City area who needed financial assistance.

In 2013, Blue KC expects to provide support for three times as many programs and to subsidize costs for more than 850 girls.

Blue KC administered a pre- and post-evaluation for each participant in Girls on the Run to learn more about family practices involving physical activity and nutrition and to get feedback about areas of strength and potential improvement.



Kansas City

www.BlueKC.com

Medically Integrated Wellness



Blue Cross and Blue Shield of Nebraska is improving the health outcomes of individuals with pre-diabetes and diabetes through **Medically Integrated Wellness**, a program that combines diet, exercise and education to improve the health status of participants.

Individuals with diabetes are referred to the program by their primary-care physician. Participants receive instructions and track their exercise and eating habits in log books, enabling trainers to review their progress and provide feedback on a regular basis. Participants may attend weekly meetings with a weight management team as well as diabetes education sessions.

The program, developed in partnership with the YMCA, tracked two groups: one suburban and one urban. All of the participants in the suburban group

completed the program. More than half of the members in the urban group completed the program; those who did not complete the program cited health issues.

The program reported a 77 percent improvement in A(1c) levels and a 63 percent reduction in the amount of diabetic medications taken by participants; 91 percent achieved weight loss. All of the program participants with pre-diabetes remained free of diabetes medication, and all of the participants felt that they could sustain the changes they made while in the program.



www.nebraskablue.com



YMCA OF GREATER OMAHA A MEDICALLY-BASED WELLNESS PROGRAM

MAKING A CHANGE FOR THE BETTER
Diabetes Management Program

The Diabetes Management Program is a physical activity and education program designed to help adults with type 2 diabetes reclaim their health.

OVERVIEW
Participants will work with trained staff from the YMCA and Allegent-Creighton Health to safely achieve their goals. This program is a FREE, 12-week group training program which includes 4 hours YMCA membership for the length of the program.
Participants will receive individual attention in a group setting, creating a safe and fun environment. Apart from increasing physical activity, participants will be educated on how to improve other aspects of their current therapy to better manage their diabetes.
The program will include 2 weekly physical activity sessions, led by certified YMCA trainers, and a weekly education session, led by Allegent-Creighton Health diabetes educators and registered dietitians.
The Diabetes Management Program is a grant-funded pilot sponsored by Blue Cross Blue Shield and developed by the YMCA and Allegent-Creighton Health.

PARTICIPANT BENEFITS
Participants will receive a thorough pre-screening and post-screening. The screening will include:
Body Composition Assessment (via bioelectrical impedance)
Lab work (including cholesterol, cholesterol screening, and A1c)
Fitness assessments
An abbreviated "5A Check" will also be performed half-way through the program to track progress and keep participants motivated toward reaching their goals.

DID YOU KNOW?
Two pilot groups completed a similar program to the Diabetes Management Program in 2012. Of the participants who completed the program:
• More than half of all the participants reduced their amount of diabetic medications
• Most participants either maintained or lost weight
• 100% of participants felt they could sustain the changes made
• Apart from these outcomes, many positive changes were also seen in the physical fitness measures including cardiovascular endurance, muscular strength, muscular endurance, and flexibility. These are crucial outcomes shared just from effective counseling, exercise, and education can be for individuals with diabetes!

HOW TO GET STARTED?
Sessions will begin this summer & doctor's referral will be necessary before beginning this program.
For more information contact:
Molly Moore - 402-977-4238 - moorem@ymcaomaha.org

Allegent | Creighton Health
On a mission
YMCA OF GREATER OMAHA
A MEDICALLY-BASED WELLNESS PROGRAM

77% IMPROVEMENT
IN A(1c) LEVELS

63% REDUCTION
IN DIABETIC MEDS
TAKEN BY PARTICIPANTS

91% ACHIEVED
WEIGHT LOSS



DURING THE GRAND OPENINGS,
THE HORIZON BCBSNJ EVENT TEAM
INTERACTED WITH MORE THAN

1,800 CONSUMERS

GENERATED APPROXIMATELY

9,500 CONSUMER
IMPRESSIONS

DISTRIBUTED MORE THAN

1,500 HEALTHY MENU
SAMPLES

THE COMBINED ATTENDANCE FOR
ALL THREE TEAMS WAS

1.1 MILLION FANS



Horizon Healthy Plate menu options include a turkey burger on a whole wheat bun, a vegetarian hot dog on a whole wheat bun, and instead of french fries, a baked potato served with broccoli.

Horizon Healthy Plate Concession Stand



Continuing its dedication to addressing the obesity epidemic in New Jersey, Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSNJ) has teamed with three of New Jersey's minor league baseball teams to bring smarter eating choices to America's favorite pastime.

Horizon BCBSNJ opened **Horizon Healthy Plate** concession stands at the home ballparks of the Camden Riversharks, Lakewood BlueClaws and Trenton Thunder. Fans at every game are now able to find nutritious alternatives to the traditional ballpark fare.

Horizon BCBSNJ presented the teams with a series of menu options that are heart-healthy and nutritious (low in calories and sodium) without sacrificing taste. The ball clubs, in turn, suggested specific menu items that could be the healthy equivalent of typical ballpark fare. Each item is affordably priced and



includes caloric and other nutritional information.

The Horizon Healthy Plate concession stand has been endorsed by the New Jersey Department of Health and its Shaping NJ program, a public/private partnership for nutrition, physical activity and obesity prevention.



Healthy Walking Challenge



In creating the Healthy Walking Challenge, BlueCross BlueShield of Western New York (BCBSWNY) focused on engaging the individuals it serves to take small steps toward a healthier lifestyle, while supporting nonprofit organizations.

The **Healthy Walking Challenge**, which began in March and continued through October 2012, consisted of 10 walks in the community. The 2012 Healthy Walks included:

- Live and Learn (Mall Walk)
- Multiple Sclerosis Society (Walk MS)
- March of Dimes (March for Babies)
- Evergreen Health Services (AIDS Walk Buffalo)
- The Hospice Foundation (Hospice Memorial Walk)
- Susan G. Komen Race for the Cure
- The Juvenile Diabetes Research Foundation (JDRF Walk)

- The Food Bank of Western New York (Walk Off Hunger).
- The SPCA serving Erie County (Paws in the Park).
- The American Diabetes Association (ADA Walk).

A total of 1,369 individuals participated in the 2012 Healthy Walking Challenge, a 63 percent increase from the 839 individuals who participated in the inaugural Healthy Walking Challenge in 2011. Attendance at the 10 walks in 2012 totaled 22,000.

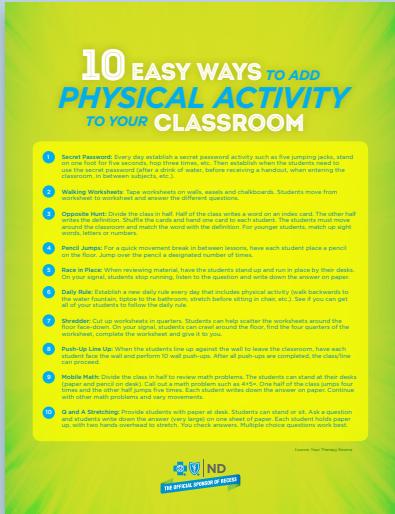


Participants vary in age at the Healthy Walking Challenge, and many of the walks encourage participants to bring the whole family.

A TOTAL OF
1,369

INDIVIDUALS PARTICIPATED IN THE **2012 HEALTHY WALKING CHALLENGE**, A

63% INCREASE FROM THE PREVIOUS YEAR.



This poster, distributed to teachers throughout the state, along with other resources, provided tips and ideas on how to increase physical activity for kids, both inside and outside the classroom.

THE RECESS YES! MATERIALS HELPED ENCOURAGE PHYSICAL ACTIVITY AND INCREASED MOVEMENT IN ELEMENTARY SCHOOLS IN NORTH DAKOTA.

Recess YES!



Blue Cross Blue Shield of North Dakota (BCBSND) is bringing back recess. BCBSND launched the **Recess YES!** program in September 2012 to encourage recess, physical activity and movement in North Dakota elementary schools.

BCBSND sent a Recess YES! kit to all 4,600 of the state's kindergarten through fifth-grade teachers. Each kit contained:

- Letter from BCBSND President and CEO Paul von Ebers, explaining the program.
- Resource kit with tips to incorporate movement in lesson plans.
- CD of original music for teachers to play to get children moving during classroom breaks.
- Poster to hang in the classroom.
- Commitment sheet for students to fill out to promise to be more active.

Teachers and school administrators thanked BCBSND for the kits, promised to use the materials and asked for additional resources. The Recess YES! materials helped encourage physical activity and increased movement in elementary schools in the state, and the resulting media attention raised awareness of childhood obesity and what BCBSND is doing to encourage healthier lifestyles.

Recess YES! is part of BCBSND's statewide The Official Sponsor of Recess platform that advocates, promotes and supports North Dakotans striving to live healthy lives.



Blue Cross Blue Shield of North Dakota (BCBSND) is an independent licensee of the Blue Cross & Blue Shield Association

recessyes.com



Super+ School Challenge Program



The Highmark Foundation awarded two-year grants to 13 schools to create practical programs that make systemic changes involving nutrition and physical activity for nearly 8,000 students. These grants enabled the schools to establish environments that support healthy eating and physical activity, earning them designation as Super+ schools.

Through its **Super+ School Challenge** program, schools developed integrative approaches to delivering physical activity and nutrition with measurable outcomes, including:

- Improvements in endurance, strength and flexibility in student fitness levels.
- Increases in the minutes per week that students engage in moderate to vigorous physical activity for an extended period of time.
- Positive changes in eating habits through available nutritional choices.

The Super+ schools reported increased levels of physical activity and nutritional balance. Indeed, at one school, the minutes of physical activity for each student doubled for the semester.

Twelve of the 13 schools believe the changes they made are sustainable beyond the funding period and reported that school administrators were supportive of the Foundation program.

Ten schools made curriculum changes that they plan to continue.



Photo at left:
Titusville Middle School (Titusville, PA)

We Grow Together. a nutritional initiative promoting sustainability and long term dietary and wellness behaviors. Students planted maintained and harvested produce during school hours to improve diet with foods grown on school grounds.



Gateway Middle School
(Monroeville, PA)

Project Rocket Launch: guided students through a year-long course of activities designed to encourage, equip and empower Titusville Middle School students to make healthier food choices and to be more active before, during and after school.



More than 60 events helped bring the For My Community (Para mi Comunidad) initiative to life.

IN ITS FIRST YEAR, FOR MY COMMUNITY RAISED DIABETES AWARENESS AND PROVIDED SCREENINGS TO THOUSANDS OF INDIVIDUALS.

For My Community



Nearly one-third of the 25 million Americans who have diabetes are not being treated for it, reports the American Diabetes Association, noting that the individuals who are most at risk for diabetes often are the least educated about the disease, contributing to thousands of deaths annually.

Fulfilling its promise to promote wellness and improve health in the communities it serves, Capital BlueCross is addressing this issue through an extensive education and outreach initiative targeting the racial and ethnic populations with the greatest prevalence of diabetes. The For My Community (Para mi Comunidad) program aims to bring diabetes awareness to the African-American, Hispanic and Latino communities in central Pennsylvania and the Lehigh Valley.

Ten not-for-profit community organizations in Capital BlueCross' 21-county service area have joined the company's For My Community diabetes initiative. Along with these collaborators, Capital BlueCross is delivering important, and potentially life-saving, diabetes education and screenings through community engagement and events.

In its first year, For My Community raised diabetes awareness and provided screenings to thousands of individuals. The program was brought to life with a presence at more than 60 events, the largest being a regional music festival that attracted more than 3,000 attendees.

Chequéate (Get Checked Up)



With the aim of raising awareness on the importance of preventive care to achieve better health outcomes and improve quality of life, the **Chequéate (Get checked up)** initiative was born.

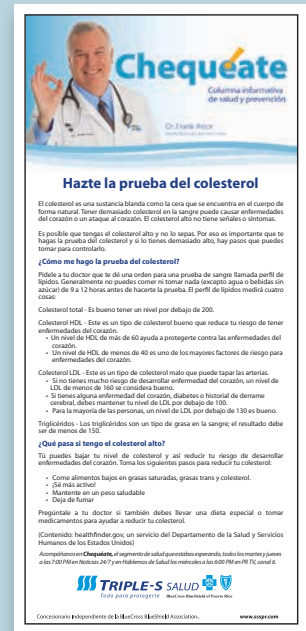
Featuring Triple-S Salud Chief Medical Officer, Dr. Frank Astor, as spokesperson, Chequéate began as a monthly television segment during a local morning news show, in addition to weekly live chats featured on the station's website. These live chats allowed viewers the chance to interact with panelist by submitting their own questions about the program's topic.

Chequéate was originally focused on the needs of the population of over 65, but it was so well received that it has since grown to address the needs of the general population. Chequéate is currently featured on a weekly newspaper column, a weekly radio segment, a weekly feature during a television news broadcast, and a weekly section on the primetime television show *Hablemos de Salud* (Let's Talk About Health).

Chequéate covers recommended preventive tests, exams and vaccines, among other health related topics including:

- Glycated hemoglobin tests for diabetics
- Cholesterol levels
- Blood pressure
- Dilated eye exam and glaucoma screening
- Breast cancer screening
- Cervical cancer screening
- Prostate cancer screening
- Healthy weight and BMI
- Colorectal cancer screening
- Kidney function
- Depression screening
- Flu, pneumococcal and shingles vaccines

Chequéate



Chequéate, a weekly health information newspaper column.

CHEQUEATE
IS CURRENTLY FEATURED IN
A WEEKLY NEWSPAPER
COLUMN, RADIO SEGMENT,
TELEVISION NEWS
BROADCAST AND IN THE
PRIMETIME TELEVISION
SHOW, **HABLEMOS DE SALUD.**



Blue Cross and Blue Shield of Vermont's Velocity Program



Each year, Velocity programs come together at Northern Lights Rock and Ice where they conquer a high ropes challenge course. Above boys from Hunt (Burlington) and Browns River Middle Schools (Jericho) participate in an exercise that will help them communicate effectively before heading up.



Middle school boys in Vermont have a safe place to discuss what it means to be a boy and gain exposure to positive activities that may influence lifelong decisions, thanks to Blue Cross and Blue Shield of Vermont (BCBSVT), which in 2009 launched **Velocity**.

An after-school program designed specifically for middle school boys, Velocity promotes health and fitness and facilitates a healthy place for discussion about everyday life.

From Velocity's inception four years ago, BCBSVT has trained mentors, chosen and scheduled the activities and arranged for experts to lead those activities.

Velocity encourages adventure and exploration by providing access to hiking, mountain biking, fencing and other sports. Other after-school events have included break dancing, climbing, weight training, yoga and cooking lessons. Before each activity, the boys meet with a mentor to talk about an issue important to boys their age.

The 2011-2012 New England Common Assessment Program showed that girls tend to score higher in reading and writing and are nearly even with boys in math and science. Velocity seeks to narrow the gap and ensure boys have the same access to social and cultural experiences and the necessary emotional education sometimes overlooked in boys.



BlueCross BlueShield of Vermont

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www.bcbstv.com



Corporate Community Investments



Nonprofit organizations in Idaho, Oregon, Utah and Washington are able to expand much-needed programs and increase their collective capacity to serve people in need, through help from Regence’s **Community Partner Organization (CPO)** program.

The Community Partner Organization, the cornerstone of corporate philanthropy work at Regence BlueCross BlueShield (Regence), has provided not only significant financial support but also more than 11,000 hours of employee volunteer time since the program’s inception in 2008.

The CPO program provides support at a level that allows a nonprofit organization to strengthen its infrastructure in the short term so it may increase its ability to deliver vital programs and services in the long term. An example of that kind of game-changing impact is illustrated in Regence’s regional partnership with the American Heart Association (AHA) and its Family & Friends® CPR Anytime® program.

Through CPR Anytime, the AHA wanted to increase the number of individuals who can perform cardiopulmonary resuscitation. By teaching the skill to middle school students, teachers and staff then asking them to take the kits home and train five or more people, the AHA could quickly and effectively expand the potential to save lives.

With Regence funding, the AHA launched the program in 2012 in Idaho, training more than 1,500 students in 10 schools. Those students, in turn, trained more than 2,000 additional people, effectively multiplying the effect of the investment. In 2013, as additional regions and schools are added, thousands more youths and adults will benefit from learning CPR.



American Heart Association®
Learn and Live

WITH REGENCE FUNDING,
1,500 STUDENTS
IN 10 IDAHO SCHOOLS WERE TRAINED IN CPR ANYTIME.



Fit Friendly Worksite Mentor Program

MORE THAN

70 COMPANIES

HAVE PARTICIPATED IN THE
**FIT FRIENDLY WORKSITE
PROGRAM.**



Premera Blue Cross (Premera) is promoting workplace fitness through a partnership with the American Heart Association (AHA) that has included development and sponsorship of the **Fit Friendly Worksite Mentor Program**, an offshoot of the AHA's Fit Friendly Worksite program.

In this new initiative, Premera and other organizations that have been recognized by the AHA as a Fit Friendly Worksite serve as mentors to other organizations that are interested in establishing worksite wellness programs and applying for the related recognition.

The Fit Friendly Worksite Mentor Program sponsorship included support for the regional Heart Ball and the Go Red For Women Luncheon.

Each of the sponsorship components is designed to increase health awareness and promote prevention of heart disease and stroke.

More than 70 organizations are now recognized locally for their wellness programs.

Building on Premera's commitment to health and wellness initiatives, the company's CEO, Gubby Barlow, agreed to serve as chair of the 2013 Puget Sound Heart and Stroke Walk. In addition, Premera increased its support to encompass additional (My Heart. My Life.) program components, such as Heart Chase and Eating Healthy Day. As in past years, many Premera employees look forward to participating in the walk, including fundraising on behalf of the AHA.



BLUE CROSS

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