



Welcome



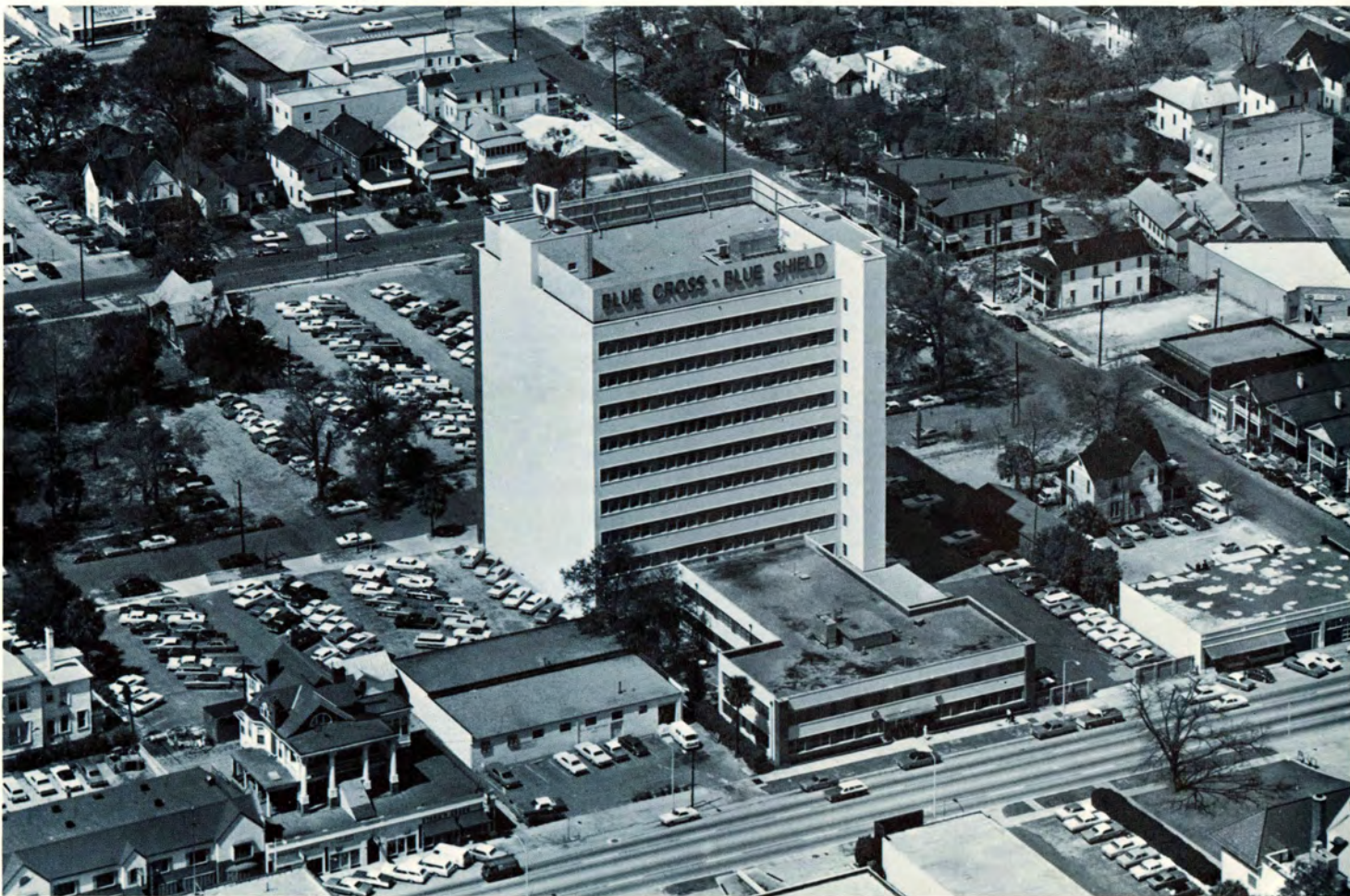
Blue Cross-Blue Shield 532 Riverside Avenue, Jacksonville, Florida

H. A. Schroder, executive director
(seated), and J. W. Herbert,
assistant executive director, confer
on immediate goals designed
to meet the future health care
needs of Floridians.


Executive Offices, Tenth Floor



With the completion on February 29, 1968 of an eight-floor addition to our Riverside building complex, we have been able to centralize six Jacksonville locations into one home office operation designed for maximum efficiency and economy.



92½ cents out of every dollar Blue Cross-Blue Shield receive goes for subscriber benefits. Only 7½ cents goes to operate the Plans.



Our story is of people using the most modern, up to date equipment available to help Floridians pay hospital and doctor bills.

Over \$1,000,000 is paid out every day in claims.

A simple concept-A complex operation



Modern equipment speeds service to members

1. High speed telecommunications equipment
2. Wire communications—teletype in foreground
3. Microfilm records retriever. Background correspondence files
4. Data processing. Central processing unit 360 computer (right). Console typewriter (center)
5. Computer operations—IBM 1401 in foreground
6. Print shop
7. Mailroom—inserting machine (foreground) 513,000 pieces of mail sent out each month

1350 employees in Jacksonville and 150
in branch offices throughout the state
meet the day-to-day challenges encountered
in offering health care financing in
today's economy.

But it's not all done by machinery

1. Medicare Part B—Claim screening and coding
2. Friendly service at one of 19 branch offices
3. Coordinating department activity keeps conference rooms occupied
4. Reception desk in May Street lobby
5. Training session for some of 1350 Home Office employees



Services we provide to the public

Basic Blue Cross-Blue Shield
hospital and doctor coverage

Master Medical coverage to help
meet catastrophic expenses

Complementary Coverage for senior
citizens to help round out Medicare

Medicare fiscal intermediary (claim processing)
Part A—for hospital coverage
Part B—for doctor coverage

CHAMPUS—Civilian Health and Medical
Program of the Uniformed Services

Federal Employees protection program

Inter-Plan Bank protection for Blue Cross-
Blue Shield members needing care out of
their home state.



Twenty-four hours a day

With \$1,000,000 in claims paid every day, the normal eight-hour working day is inadequate in some areas. Several departments work around the clock, six days a week, to keep abreast of the claims flow.



Floor Directory

*FIRST FLOOR	Automated Data Processing—Data Recording Building Management Cashier Mail Center Personnel Purchasing Receptionists
SECOND FLOOR	Central Records CHAMPUS (Civilian Health and Medical Program of the Uniformed Services) Enrollment—Group Administration Nongroup Subscriber Services Telephone Information Service Transcribing
*THIRD FLOOR	Medicare B (Medical) Correspondence Transcribing Microfilm Records Edit Section Production & Quality Control
*FOURTH FLOOR	Medicare Part A (Hospital) Printing Department
FIFTH FLOOR	Medicare Part B (Medical) Screening & Coding Claims Examining Medical Consultant
*SIXTH FLOOR	Cafeteria Employees' Lounge First Aid Station
*SEVENTH FLOOR	Claims Processing—Blue Cross-Blue Shield Wire Communications
*EIGHTH FLOOR	Automated Data Processing—Computer Operations Key Punch Tape Storage
NINTH FLOOR	Accounting and Auditors Automated Data Processing—Programming Administrative Personnel Claims Consultant Hospital Relations Physician Relations Public Relations Underwriting
*TENTH FLOOR	Executive Offices

**Floors Visited on Open House Tour*

Blue Cross-Blue Shield

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