



**Blue Cross**  
of Florida

Equal Opportunity Employers



**Blue Shield**  
of Florida

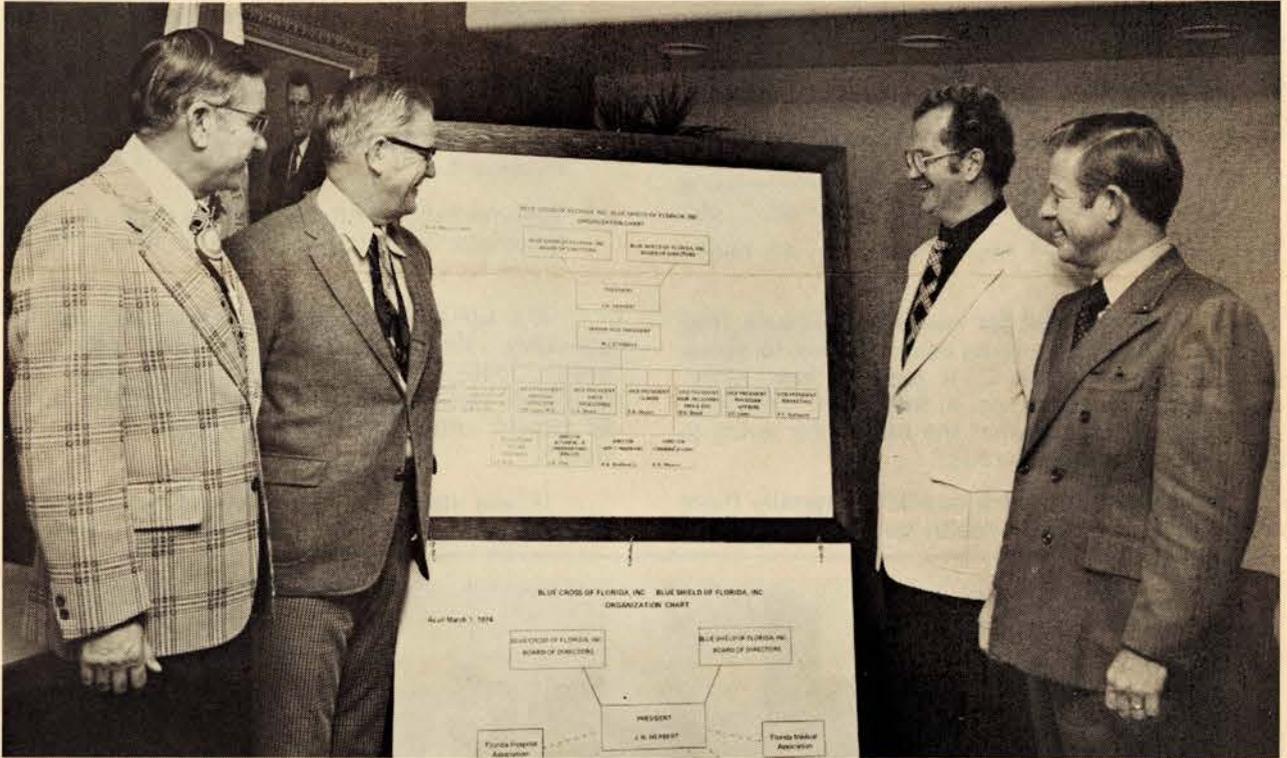
# NOTES

News of Interest  
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JANUARY & FEBRUARY 1975

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Two new Blue Cross Board members are pictured here during an orientation session on January 3. Looking at two Blue Cross organizational charts, from left, are Director of Hospitals, Middleton T. Mustian, Tallahassee Memorial Hospital, formerly a Blue Cross member; Mel Snead, Vice President-Hospital Relations; Bently B. Lang, Administrator of Manatee Memorial Hospital, Bradenton, and President of the Florida Hospital Association; and W. J. Stansell, Senior Vice President.

## Florida Plans Honored At National Marketing Conference

Both the Florida Blue Cross Plan and the Florida Blue Shield Plan were honored recently at the Blue Cross and Blue Shield National Marketing Conference held in Denver, Colorado. They were recognized for having achieved the second greatest percent gain in contracts for all Blue Cross and Blue Shield Plans in the country within the category of 1.7 million or more members.

Florida Blue Cross contracts as of July 1, 1973 totaled 1,722,824. As of June 30, 1974 there were a total of 1,856,470 contracts. This was an increase of 7.7% or 133,646.

Florida Blue Shield contracts, during the same period, increased from 1,678,885 to 1,804,792.

This amounts to a total increase of 125,907 contracts or a 7.4% increase.

For the past four years, the Florida Blue Cross and Blue Shield Plans have been recognized as one of the top three Plans in the nation for enrollment gain.

The previous results, in the category of one million or more members were:

- 1970-71 First place in both Blue Cross and Blue Shield categories.
- 1971-72 First place in Blue Cross category only.
- 1972-73 First place in Blue Shield category only.

## BEWARE OF "HEALTH QUACKERY"

"Health Quackery" means pretending to cure disease or improve health via drugs, devices or treatments that are phony, unproven, sometimes harmful, and often useless or inadequate. It's purpose — to trick people into spending their money.

There are many reasons health quackery is so dangerous. Three of the main reasons are:

- 1) Quackery often delays real help until too late (especially in serious diseases like cancer, diabetes, arthritis, etc.).
- 2) Quackery can cause permanent harm — using x-rays, hormones, "wrinkle removers," etc.
- 3) It robs people of money — up to \$2 billion a year.

Most people fall for quackery because they want to believe there is an easy solution to something that worries them. It may be fear, ignorance, embarrassment or a feeling of hopelessness. But no matter what the reason for going to them, quacks are dangerous.

How can you spot a quack? Generally there are signs that indicate health quackery:

- 1) Someone advertising "just discovered," "special" machine or "secret" formulas. Proven, safe medical discoveries are available to and can be prescribed by all doctors. Be suspicious of something "secret."
- 2) "Guaranteed" easy, quick cures. No honest doctor will guarantee cures for serious or complicated illnesses.
- 3) "Opposition" to standard treatment. Quacks claim they have the one simple cure and often ridicule surgery, drugs and other standard treatment.
- 4) Testimonials — Ethical doctors never use testimonials, advertise "cures" or offer special prices for buying now.

It's up to you to protect yourself against quackery. Watch for tricks that rob people of health, looks, money . . . and life! Remember, quackery causes more unnecessary deaths than all violent crimes put together. Don't become a victim.

If you have any questions about someone treating you, contact your local Medical Society.



The Florida Plans headquarters in Jacksonville has the largest mailing volume in Jacksonville. The yearly postage bill alone amounts to over \$2 million a year. More than 100 persons are employed in the Mail Operations area, handling both incoming and outgoing mail. This past year over 11½ million pieces of mail were received by the Jacksonville headquarters, and over 13 million pieces of mail sent out. Most of the outgoing mail was disbursements for payment of health care benefits.