



J. W. "Jack" HERBERT

- 1948** – Mr. Herbert reported for work at Florida Blue Cross and Blue Shield as Assistant Executive Director. Enrollment was 160,183.
- 1949** – The Florida Blue Cross Plan celebrated its 5th year of operation.
- 1950** – The first non-group contract was offered.
- 1951** – The name of the corporation was changed from the Florida Hospital Service Corporation to Blue Cross of Florida, Inc.
- 1952** – Enrollment reached 316,226.
- 1953** – 648 physicians received Blue Shield payments amounting to \$1,000 or more for the year.
- 1954** – Blue Cross celebrates its 10th anniversary.
- 1956** – Plan growth to 737,121 members and an addition to the home office building was required.
- 1958** – The Professional Relations Department was organized and headed by Joe Stansell.
- 1960** – The Federal Employee Program was initiated with 50,000 Federal Employees being covered by Florida Blue Cross and Blue Shield.
- 1962** – Four years before Medicare started we offered senior citizens coverage.
- 1964** – The Florida Plans ranked 16th in size nationally. Experience rating was first utilized for determining group rates, and our cost saving Coordination of Benefits program got under way.
- 1966** – The Medicare program was initiated by the Federal Government with Florida Blue Cross and Blue Shield both being selected as fiscal intermediaries.
- 1967** – The number of subscribers had climbed to over one million, and total payments for care, including Medicare, came to over \$131 million.
Construction started on our eight floor addition to our home office building.
- 1968** – The Blue Shield UCR contract was approved by the Insurance Department and the Utilization Review and Planning Departments were established.
- 1970** – Mr. Herbert became President and enrollment increased by 115,303 subscribers, the largest yearly gain in our history.
- 1972** – Payments to hospitals totaled over \$426 million.
- 1973** – Blue Cross' new emblem was introduced eliminating the seal of the American Hospital Association from the center of the cross.
Florida Blue Shield was awarded a plaque by the National Association for the Plan with the greatest percentage gain in membership.
- 1975** – Florida Plans lead the nation with the development of the Migrant Workers' Program.
- 1976** – As an integral part of our cost containment program, the Prospective Charge Payment program for hospitals was instigated.
- 1977** – Major protection to Direct Payment subscribers was offered for the first time, and total payments to hospitals amounted to over \$1 billion.
- 1978** – The automatic processing (piggy-backing) of Major Medical claims was developed.
- 1979** – January 15th, William E. Flaherty became President of the Florida Plans.
February 23rd J. W. Herbert, past President, was honored by all employees upon his retirement for his thirty-three years of service to the Blue Cross and Blue Shield ideals and principles.

My Fellow Employees,

As you know by now, I am retiring today after 33 years of service with Blue Cross and Blue Shield. I have mixed feelings about retirement since I am looking forward to the time off, and yet feel a sense of loss at leaving the many friends I have known through these years.

I joined Blue Cross in Chicago in 1945 in the Marketing Department and three years later came to the Florida Plans as Assistant Executive Director when we were located in the Seminole Hotel Annex downtown. I have served as your President since June, 1970.

When I arrived in Jacksonville in 1948, Blue Cross of Florida was only four years old and Blue Shield had been chartered two years earlier. There was only a handful of employees to handle the 113,000 subscribers of our prepaid health care program.

In 1951 it was time to consolidate our three downtown locations, and our original two-story building was completed on Riverside Avenue. In 1956 the May Street addition was finished.


By 1965 the Plans had grown to a very respectable size. As many of you remember when we were awarded the Medicare contract in July, 1966, the Plans really began to grow. We were in the 400 Building and then expanded into the Universal Marion Building downtown. Our Riverside office was bursting at the seams and we built our present 10-story office addition which was dedicated in April, 1968.

Blue Cross of Florida celebrated its 30th anniversary the same year the new 20-story tower was completed in January, 1974. During my years as your President, enrollment showed a net increase of 1,700,000 and I watched us grow to over 3,000 employees.

As I leave here today, I am retiring from working for wages, but I plan to devote time to my other interests in civic and church affiliations, health oriented agencies, play some golf, and travel with my wife, Mary. I'm also looking forward to having more time to enjoy my six children and their families.

Throughout my 33 years with our organizations, it has been my pleasure to personally be associated with hundreds of you here in Jacksonville as well as many employees in our 18 branch offices. Looking back over these years, they have been filled with challenge, opportunity, and the satisfying and reassuring feeling that I have, with your help, made a small contribution to my fellow man. These years have been filled with the opportunity to work with the greatest group of people on earth, and I have enjoyed all of it. I hope you receive the same satisfaction from your contributions.

I will miss the friends I have made, and although it is not possible for me to thank each one of you personally, please accept this message as my expression of thanks for the warmth, friendship, and cooperation you have given me during the time it has been my pleasure to be associated with you. Most of you have met my successor, Bill Flaherty, who became President on January 15. I know all of you will give him your full support and cooperation.



J. W. Herbert

Tribute
to
J. W. HERBERT
on his
retirement.



**Blue Cross
Blue Shield**
of Florida