



Florida Plans' Consolidation Effective July 1

Our President, Mr. Flaherty, has announced that the Board of Directors and Active Memberships of Blue Cross of Florida, Inc. and Blue Shield of Florida, Inc. have approved the consolidation of the two corporations into a single, not-for-profit hospital and medical/surgical corporation under a single board of directors effective July 1, 1980. **The name will be Blue Cross and Blue Shield of Florida, Inc.** Creation of the new corporate entity is the result of a study of the corporate structure of the Florida Plans and their subsequent recommendations submitted to a joint meeting of the two boards of directors on March 21, 1980.

The single board of directors of the new corporation will have a majority of public representatives. Board membership will consist of 31

persons with 17 members of the public, 7 physicians and 7 hospital representatives. Election of board members will eventually be accomplished by a membership group of 60 persons, the majority of whom will represent the public. The current boards of directors will comprise the initial corporate membership.

Under the present structure of two separate corporations, the Florida Plans already use many of the same physical facilities such as the same building and the same computer systems. Consolidation of the two corporations into a single organization under a single board will assist the Plans to operate successfully in current and future competitive markets as well as in public and governmental environments.

\$1,605.00 in Suggestion Awards Won By Mickey Rugg and Bonnie Hammond



Bonnie Hammond and Mickey Rugg proudly display their suggestion award checks and letters of congratulations from President Flaherty. Bill Hetzel, Senior Vice President-Administration, left, awarded the checks and his congratulations. Vice President-Human Resources, Phil Kenny, is pictured at right.

The company's maximum suggestion award of \$1,000.00 was presented in May to **Mickey Rugg**, Air Conditioning Mechanic in the Facilities Engineering Department. His suggestion concerned removing the restaurant somat system in its entirety (waste disposal equipment in the third floor cafeteria area). The suggestion will save the company an estimated \$14,000.00 per year. The last time the maximum award was given was a year ago.

Another large award of \$605.00 was won by **Bonnie Hammond**, Systems Secretary. Her idea was to add the claim number on the Blue Shield purged history.

Mickey indicated he had no definite plans about spending his \$1,000.00 check, but it would enable him to help someone else who needed some assistance. Bonnie was really surprised when she heard it was such a large amount. "I was just going to buy a new pair of tennis shoes!" she laughed.

Bill Hetzel, Senior Vice President-Administration, presented the checks and commented, "The Suggestion Program is an outstanding opportunity for all employees to participate in improving the company. Each of us sees many things every day that can help make the company a better place to work and help us to be more competitive. Just taking the little bit of time to think the idea through and submit it as a suggestion will help us all enormously, and obviously make your own career a brighter one and your pocketbook a fatter one!"

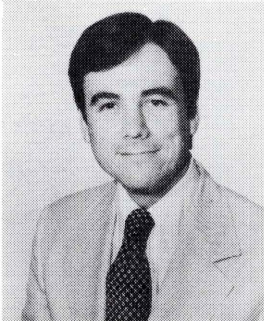
Philip Kenny Named New Vice President-Human Resources

Bill Hetzel Senior Vice President - Administration, has announced **Philip Kenny** as the new Vice President-Human Resources, effective May 5.

Mr. Kenny hails from Charlotte, North Carolina where he was employed as Vice President for Training and Development at the First National Bank of Atlanta.

Mr. Kenny is a native of Atlanta and holds a BS degree from Georgia State with a major in Chemistry and a minor in Psychology. He is married to Susan and they are both working toward a master of Business Administration.

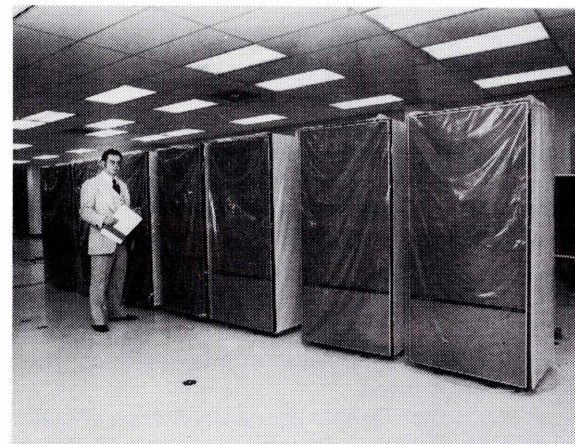
He enjoys wilderness sports including white-water canoeing, backpacking, rock climbing, sailing, photography and old home restoration. He is currently restoring a 25-year-old wooden sailboat.



**HAVE A SAFE AND FUN
JULY 4TH HOLIDAY
Friday - Saturday - Sunday**

1980 Brings Major Changes In Company Telephone Service

The Centrex telephone system used for the past 12 years in the home office complex is finally being retired. Centrex has served us well, but has become obsolete with its limited capacity, lack of spare parts, and lack of flexibility to meet the growing needs of our business. It will be replaced in July with a new and more modern telephone service from Southern Bell, called Dimension 2000.



John Nunn, Manager of Telecommunications and Capacity Planning, checks out some of the new equipment that will operate our telephone services.

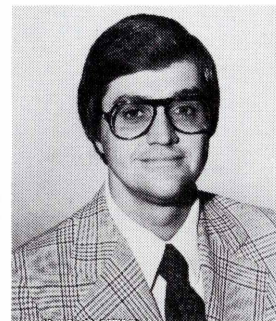
The Dimension system will offer all the benefits of our current system as well as some advanced features that will improve our telephone communications. Some of these new features will make use of "*" and "#" buttons on the telephone that have been useless for so long.

The company will simultaneously install a long distance control system called "Infoswitch," which is run by a computer that will perform a variety of functions. For example, a telephone user can key in his/her special pre-assigned ID number and the computer will make a line available based on the priority of the user. It will no longer be necessary to dial the operator to make an in-state or out-of-state WATS call. And, the computer will periodically print out reports showing all long distance calls made, who made them, how long they lasted, to what cost center the calls should be charged, etc.

The company realized some time ago that telephone improvements offered opportunities for better, more controlled, and less expensive service. The changes planned for July will provide some of the benefits of these improvements. It was also realized that a central point in the company was needed for control and coordination of all telephone-related facilities. John Nunn's department, now called Telecommunications and Capacity Planning, has been given that responsibility.

Doug Schauer Named New National Accounts Director

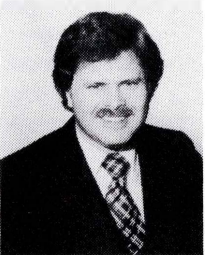
Doug Schauer's selection as the new Director of National Accounts was announced by Tom Roberts, Vice President-National and Special Markets. Mr. Schauer is a veteran of ten years with the Atlanta Plans where he served as a Marketing Representative, Special Accounts Representative, and National Accounts Manager. He was District Sales Manager prior to moving to Florida.



His accomplishments during that period included the direction of sales and administrative functions that accounted for six Control Plan sales with over 2,500 applications. Additionally, he handled negotiations for five labor unions' sales representing another 1,850 new application cards. He has chaired many committees within the Atlanta Plans, and "I feel that his past achievements will certainly be beneficial to our National Accounts Department, as well as the entire organization," said Mr. Roberts.

personalities

Bob McGeary Promoted to Senior Methods Analyst



The promotion of **Bob McGeary** to Senior Methods Analyst has been announced by John Nielsen, Manager of Manual Systems and Methods. Bob joined the Methods Department of the Florida Plans in February, 1977 as a Methods Analyst. Previously

he was a professional consultant and head of Methods Engineering for National Freight Corporation in Vineland, New Jersey.

Bob also served three years with the Army Security Agency before joining the staff of Caterpillar Tractor's Corporate Development Division.

He is a member of the Association for Systems Management and is Vice President of the Jacksonville Chapter American Institute of Industrial Engineers. He is married to Monica Rose and they have one daughter and two sons, Nikki, Sean, and Curtiss.

A product of Temple University School of Liberal Arts, Bob is planning to continue his studies at the University of North Florida with an MBA in mind. He spends hobby time writing novels and music and is working on an appointment to the American Society of Clinical Hypnosis. He enjoys tennis, skiing, fishing and opera.

Terri Deck Promoted To Medicare A, P & Q Analyst



Terri Deck's promotion to Production and Quality Control Analyst in Medicare A was announced by Pat Williams, Manager.

Terri was previously a Quality Analyst in Medicare B Communications, a position she held since January, 1979.

She has been employed here for 6½ years in Medicare B as a WATS Operator, Customer Service Representative, and Communications Analyst.

Terri recently received her Associate of Arts degree from Florida Junior College and is currently attending the University of North Florida. She was born and educated in Jacksonville, has served as PROFILE Reporter for the last couple of years, and enjoys volleyball, photography and sewing.

FLAG DAY — JUNE 14

250 Florida Plans' Employees Now
"Take Stock in America"



Wedding

Congratulations to **Rosemary Edwards** who was married on June 7 to **Clifford Ricardo Paschall, Jr.** The wedding was held at 2:00 p.m. in St. Pius V. Catholic Church.

Rosemary is an eight-year-veteran with the Florida Plans and is employed in Personnel. She was Treasurer of the Employees' Club in 1978 and graduated from the Gavel Club in 1979.

Both Rosemary and Ricky are natives of Jacksonville and were graduated from local high schools. Ricky is attending Florida Junior College, was discharged from the Air Force, and presently serves in the Florida Air National Guard.

Clare Adamson Earns AA Degree in Liberal Arts



Clare Adamson, Litigation Assistant in the Legal Affairs Division, has received her AA degree in Liberal Arts at Florida Junior College. She took advantage of our tuition refund program and was reimbursed \$235.00 from the company.

Clare is a native of South Portland, Maine and attended the University of Maine for three years working on her degree. She was employed by the Maine Plans for a year prior to coming to Florida in January, 1976. She worked in Florida FEP, Major Medical, and Marketing departments before joining Legal over a year ago.

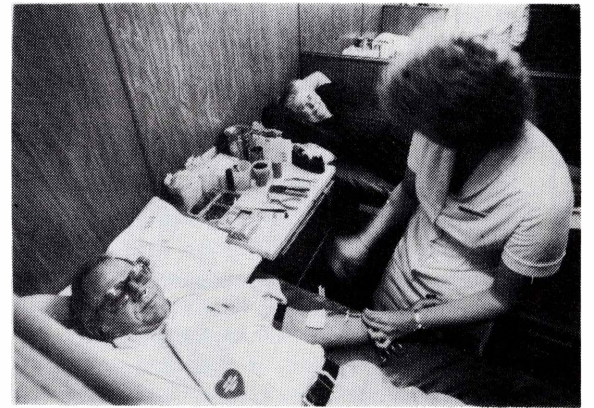
She's married to Dick and is a member of the Northeast Florida Anthropological Society, serving as editor of their newsletter. This organization salvages prehistoric sites with excavations done to preserve sites and artifacts. They are currently excavating Mount Royal, a ceremonial temple mound, with the use of funds from a federal grant.

Medicare B Awards Presented



Laura Rountree, left, announces the presentation of the most outstanding trainee awards for Medicare B Claims to Alvie Chesser and Vickie Chapman. From left, are, Laura, Kathy Winslow, Supervisor, Alvie, Vickie, Linda Cribb, Supervisor, and Leanne King, instructor.

BLOOD PROGRAM BENEFITS ALL



Bob Riggs, foreground, and Mahgie Winton take their turns in the mobile unit.

Only three percent of all Americans do it — give blood — barely enough to meet the nation's needs. The other 97 percent are enjoying a free ride and missing the opportunity to help protect their loved ones, and, perhaps, they are missing an opportunity to save a life.

Our Jacksonville employees responded at twice the national average, as six percent of our personnel turned out on April 24 and 25 when the Jacksonville Blood Bank's mobile unit visited our complex.

Appointments were scheduled for 122 employees: 87 were accepted to give a pint of blood while 35 others were rejected for low iron count, weighed too little, colds, etc.

Employees requesting blood for members of their immediate families should contact the nurses in the Dispensary. Blood from our Employees' Blood Bank account can be transferred to hospitals anywhere in the United States.

A special thanks to all employees who participated in the blood drive!

Professional Audit and Review Department Meets with Medicare Bureau Staff

On May 12-14, the field staff of the Professional Audit and Review Department met in Jacksonville with Representatives of the Program Integrity Division of the Medicare Bureau. Combining a department meeting with the instructional session held by Program Integrity, the subjects discussed involved on-site beneficiary interview procedures, effective report writing, podiatry, Durable Medical Equipment and physical therapy interview guides,

Federal Statutes related to Medicare violations, testifying in court, etc.

According to Manager, **Dale Douberly**, this was the first meeting of the full staff of this department whose responsibilities consist of routinely auditing all automated claim senders, auditing of Teaching Hospitals and completion of all on-site professional Utilization Review contacts required by the corporations.



Left to right, Kathy Wells, Utilization Review Department; Sue Vaughn, Field Representative-Tampa; Betty Anne Bowen, Field Representative-Jacksonville; Dale Douberly, Manager; John Sullivan, Field Representative-Ft. Lauderdale; Bob Drewek, Field Representative-Ft. Lauderdale; Doug Wright and Roger Patterson, not shown, Medicare Bureau-Atlanta.

Employees' Club News

EMPLOYEE OF THE WEEK



Rosa

The eighth winner of the "Employee of the Week Contest" was **Rosa Flentroy**. She won the "Surprise of the Month" — lounge chairs. Rosa joined the Plans in 1974 and is a Screening Processing Clerk in Subscriber Service.



Mahgie

Mahgie Winton won the ninth week's drawing and was happy to accept two Eastern Federal Theater tickets. She was hired by the company in 1976 and is secretary to the Director of National Accounts.



Annette

The tenth winner of the contest was **Annette Smith** who won two free dinners at Captain D's. Annette is a six-year-veteran with the Plans and is a Claims Examiner in Special Claims.



Anny

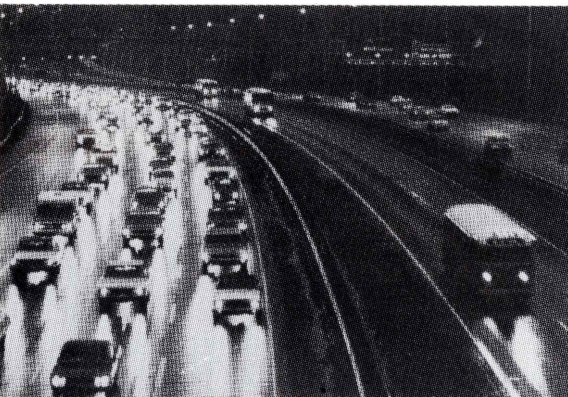
The eleventh week's drawing found **Anny Baxter** winning four free bowling passes at Bowl-a-Matic. She celebrated her seventh anniversary this month and is a Correspondence Analyst in Medicare B.

Shell Crafts Reach New Heights



"Seashells by the Seashore" became seashells on the 20th floor as more than 30 employees met after work to see and hear a demonstration by Anne Zutell. Two tables of hand-crafted shell arrangements were on display at this gathering sponsored by the Employees' Club. One-on-one instructions are available at Anne's Arlington Rock and Shell Shop, for any employees who are interested in purchasing shell and rock supplies and making similar creations as those exhibited.

Pollution From The Highways



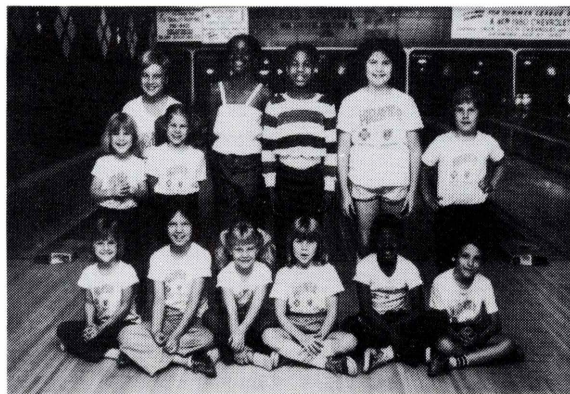
A large portion of air pollution comes from the private automobile that is not inspected and maintained properly, says the American Lung Association, the Christmas Seal organization that sponsored Clean Air Week, May 4-10. The lung association hopes people realize their responsibility for keeping cars properly tuned. The photo above shows a stream of traffic at left, balanced by the special express bus lane at right. If people leave their private cars at home and support mass transit, air pollution will drop, says the lung association.

"KIDS BOWLING" Trophies Awarded

The second Employees' Club sponsored "Kids Bowling" league ended on May 10 after three months with an awards party at McDonalds. The children, ages 5-12, bowled two to a team on eight teams, on Saturday mornings.

Trophies were given for finishing first (Tanya Burney and Timmy Dexterhouse), second (Cheryl Smith and Cindy Stevens), and third (Brian Odom and Michael Beck). Participation trophies were also awarded to the other children.

Plans are being made for another league in the fall.



Standing, from left, are Stephanie Levitt, Michael Beck, Gennifer Chastain, Rhonda Haney, Iris Michelson, Tanya Burney, and Brian Odom. Seated, from left, are Tiffany Beck, Cindy Stevens, Cheryl Smith, Terri Burney, John Wilson, and Timmy Dexterhouse.

Are You Registered to Vote?

The voter registration books are now open and will remain open until August 9. The books will close on August 9, 30 days before the first primary (September 9). Then, following voting in this primary, the books will be re-opened and will remain open from September 7, until October 4. Registration by October 4 will make it possible to vote in the second primary on October 7, and in the general election on November 11. Registration books will not be reopened after the second primary (before the general election).



ARE YOU
TIRED
AT THE END
OF THE DAY?

Your heart beats 103,689 times;
Your blood travels 168,000 miles;
You breathe 23,040 times;
You inhale 438 cubic feet of air;
You eat 3½ pounds of food;
You drink 2.9 pounds of liquid;
You lose 5.8 pounds of waste;
You give off 85.6° of heat;
You perspire 1.43 pints;
You generate in energy 45 ft./tons;
You speak 4,800 words;
You move 750 major muscles;
Your nails grow .000046 inches; and . . .
You exercise 7,000,000 brain cells
(some people less).

Is it any wonder you feel tired? Your body is, indeed marvelously made so that you can accomplish this and everything else you do every day of your life. The big question is, what are you attempting to achieve with this opportunity? This energy? Is it being lived selfishly and without purpose? Is this an aimless drifting, not caring nor desiring to put our lives to good purpose? If the motto, "Today is the first day of the rest of your life" is worth thinking about at all, it's worth putting into practice. If you do, you may find that you won't feel as though you're pulling all the load.

Courtesy: St. John's Hospital's
Emphasis, Anderson, Indiana.

Anniversaries

25 Years

Fritz Longley celebrated 25 years of service in the Marketing Division of the Florida Plans on May 16, receiving a gold watch with three diamonds on a crest. He has been a Sales Representative in the Orlando branch office since joining the company in 1955. (No photo available)

Fritz is a native of Chicago but moved to Florida when he began his career in Orlando. He attended DePauw University in Greencastle, Indiana and then served five years in the military as a Naval Aviator aboard a carrier. He is married to Marguerite and they have one daughter, Diana, twins, Jim and Jane, and a son Jack. Fritz added, "Jack has the unusual occupation of delivering sailboats to far distant points on the earth."

Fritz is Tournament Chairman of the Florida Junior Invitational golf tournament, a well recognized junior tournament in the nation, a member of the United States Golf Association, and board member of the American Junior Golf Association.

10 Years

Garrett Cannon, Jr.
John Edmonds

Norman Miller
Margaret White

5 Years

Peggy Bennett
Jo Ann Bobbitt
Valerie Bouchelle
Margie Clayton
Patty Cole
Calvin Collins
Richard Dusenbury
Paula Ellis
Patti Henderson
Sherri Joffe
Linda Langston
Carmita Maldonado
Patricia McCloud
Gail McMorries

Flora Melanson
Philip Mobley
Patricia Nadeau
Ngoc Nguyen
Mary Peavy
Gon Pham
Gladys Rogers
Bertha Scott
Oralee Smith
Peggy Steiner
Victor Strada
Frances Tucker
Susan Wagoner

Branching Out

-news from the branch offices

CORAL GABLES — The following Customer Service Representatives received these letters of appreciation: **Mary Ann Briley**, "... I am most grateful to you for taking care of this matter for me. If all the people in this world were as nice as you, what a wonderful world we all would be living in. Thank you and may God bless you" . . . **Bertha Hester**, "... Thank you for your assistance. It is nice to deal with such a pleasant, cooperative individual as you are" . . . **Helen Smith**, "I want to thank you for all the help you gave me in completing my claims. You were very kind."

FT. LAUDERDALE — Wedding bells rang out when **Doris Cerino**, Field Secretary, recently married **Lee Roberts**. Congratulations! . . . **Patricia Griffin** received these thanks: "My husband and I recently converted our group contract to a family contract . . . Pat explained all changes in coverage and is also to be commended for taking the extra time to explain other forms of coverage you have to offer . . . sometimes it's difficult to telephone because the lines are so busy, but it is certainly nice to know that when I do get through there is somebody who cares and can assist me the way she quite capably did."

GAINESVILLE — **Lynda Bernis** received flowers from an appreciative subscriber.

PENSACOLA — We would like to extend a warm welcome to **Yvonne Robidoux**, Secretary to Curry Bonds and Pat Dickerson, Customer Service Representative . . . **Effie Oates**, who was recently promoted to Field Secretary, received this nice letter: "... I appreciate all the help you gave me in getting my account cleared."

WEST PALM BEACH — **Eleanor Turner** received these letters of gratitude: "Thank you for your patience, skill and humor in attempting to untangle my problems" . . . and . . . "I want to thank you so much for taking the time to organize all the papers systematically, and the kind assistance you gave me. Your presentation of the facts in the case and personal note really got quick results."

17 Complete "First-Line Manager" Management Development Program

Seventeen employees recently completed a new program titled "The Job of First-Line Manager" sponsored by Corporate Training and Development. Two groups completed the six-month program under the guidance of instructors Nancy Brennock, George Cassady, Bill Hussian, Gary Karasick, Barbara Maginness, June McClellan and Dwight Wilson.

This intensive six-month skill development program was designed to enable participants to learn and practice the skills of a first-line manager. Participants not only practiced the newly acquired



The first group to graduate included, from left, seated, Harriet Bouknight, Linda Paige, Corine Steward, and Aloma Herrington; from left, standing, Barbara Maginness and George Cassady, instructors, Klara Schlinkmann, Almeanor Glover, Patsy Gammons, Barbara Sprenger, and June McClellan and Gary Karasick, instructors. Not pictured are Wilma Gorhau, Marie O'Brien, and Juanita Simmons.

skills in the workshop, but also were required to practice them on the job under the guidance of their sponsors (their immediate supervisors).

The first group began the program in September, 1979, and their graduation ceremony was held on March 19. Hard-earned certificates were presented by Bill Hetzel, Senior Vice President-Administration. Dan Lewis, Senior Vice President-Operations, delivered the keynote address.

The second group began the program in November, 1979. Their graduation ceremony was held on April 30 with Jack McAbee, Vice President-Customer Service, as the keynote speaker. Certificates were presented by George Cassady.



Graduates of the second class include, from left, seated, Susie Howell, Barbara Davis, Rosetta Clark, and Arlene Johnston; from left, standing, are instructors George Cassady, Barbara Maginness, and Gary Karasick. Not pictured are Linda Cribb and Sunny Morris.

Profile

June, 1980

Vol. 4, No. 9

Published monthly for the employees,
their families, and friends of

Blue Cross of Florida, Inc.
Blue Shield of Florida, Inc.

EDITOR

Carole Utley

MEMBER

Northeast Florida
Business Communicators

Southern Association of
Business Communicators

We are an Equal Opportunity Employer

*Blue Cross Association

*Blue Shield Association

WORK = TAXES

According to the Tax Foundation in Washington, D.C., in 1979 the average person in the United States worked 125 days of the year just to pay his taxes! Taxes represented 34.3% of the average citizen's wages.

The following is an interesting look back to 1929:

| YEAR | DAYS | INCOME % |
|------|------|----------|
| 1929 | 38 | 10.8 |
| 1939 | 64 | 17.4 |
| 1949 | 89 | 22.7 |
| 1959 | 104 | 28.6 |
| 1969 | 122 | 33.5 |
| 1979 | 125 | 34.3 |

Community Relations

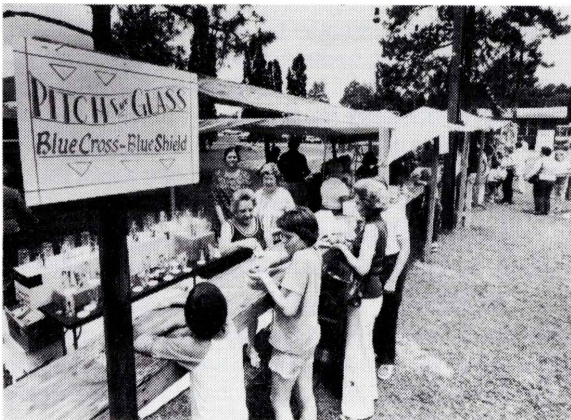
Employees Raise Money for Pine Castle Center

Carole Utley, Community Relations Coordinator, is pleased to announce that the Florida Plans sponsored a booth for the 26th Annual Pine Castle Bar-B-Q/Carnival on May 17, sponsored by the Pine Castle Foundation of Jacksonville. The Pine Castle Center offers skills training for the mentally retarded (usually 18 and over) in the areas of horticulture, woodcraft and light carpentry, assembly work, custodial services, food services, crafts and ceramics.

Several guests stopped by our glassware booth and tried their luck at winning glasses and coasters at ten cents a throw. A spokesman for Pine Castle reported money from the booth totaled \$75.00. Other games included bingo, darts, a dunking tank, and several prizes were raffled off. Plants, stuffed animals, a country store and handicrafts were also available.

Proceeds from this year's Annual Bar-B-Q/Carnival are targeted for residential care for the mentally retarded. The State of Florida is trying to return as many of the retarded as possible to the local communities, and housing for them in Jacksonville is greatly needed.

Plants and handicrafts can be purchased from their "country store" at 4911 Spring Park Road at very reasonable prices. Stop and Shop! Support this United Way Agency!



Manning our glassware booth are Thelma Cullipher, Carole Utley and Linda Duncan. Lucille White, Aloma Herrington, Pam Aldrich, and Terri Deck worked later shifts.

PLANS SUPPORT NCCJ BROTHERHOOD AWARDS DINNER ON MAY 15

Blue Cross and Blue Shield of Florida sponsored a Patron table at the 10th annual Brotherhood Awards Dinner of the Jacksonville Chapter of the National Conference of Christians and Jews on May 15. More than 800, including guest speaker, Bob Graham, Governor of the State of Florida, attended the banquet.

The following poetic prayer, by Christy Pappas, appeared as an insert in the program and was selected as the best sixth grade student's contest entry. Retired principals judged 7,000 entries from kindergarten through sixth grades from public and private Duval County schools.

"Please Mend Our Rainbow"

Dear Creator of All Mankind,

I am writing because I am worried about your world. It seems these days we have more troubles than we need.

Help us to have courage. Send us the courage to stand up for our own country, but to respect the rights of other countries. Help us to say what we feel, but to let others express their opinions.

Help us to love each other. There are oil shortages, food shortages, but most of all there is a love shortage. Please send us more love, for it seems there is not enough to go around.

Help us to be understanding. I have noticed that when a person does not know another person very well, they are not kind to that person. Help us to get to know and understand each other better and to see what each person stands for.

Please mend our rainbow. When I speak of our rainbow, I am talking about the relationship between people. Red, yellow, black, and white . . . each is beautiful alone, but even more beautiful together. As the song goes "Red and yellow, black and white, each is precious in his sight." Just as Noah was sent a rainbow at a time when he needed encouragement, now we need encouragement.

Please, Creator of All, help us before it is too late!

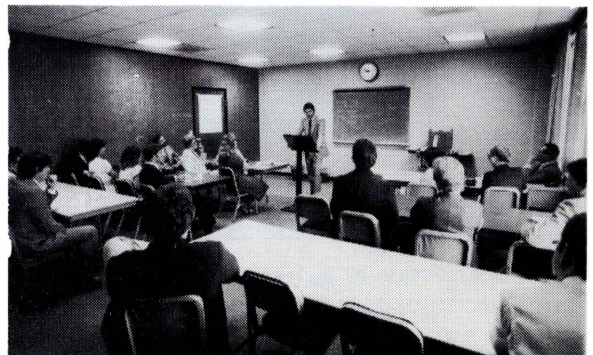


Bill Hussian, left, Senior Employee Relations Specialist, presents a bronze plaque to Vice President-Human Resources, Philip Kenny. This plaque was given to the Florida Plans by the United Way of Jacksonville in recognition of our employees' significant contribution during last fall's drive when \$75,000 was pledged. Bill served as the Loaned Executive during the two-month drive.

FSU INSURANCE STUDENTS VISIT HEADQUARTERS

Fifteen Florida State University students, majoring in insurance, and instructors visited our Jacksonville headquarters on May 2 for a four-hour tour and luncheon at the invitation of Tallahassee Branch Manager, Tom Brown. Bill Hussian, Personnel, and Carole Utley, Public Relations, escorted the group and planned the tour of Mail Operations, Subscriber Service, basic claims, and EDP Operations.

Tom Roberts, Vice President-National and Special Markets, pictured below, gave a talk on marketing following Mr. Hussian's welcome and discussion concerning employment opportunities at the Florida Plans.



Blue Cross of Florida



Blue Shield of Florida

532 Riverside Avenue

Jacksonville, Florida 32231