

## Employees' Club thanks Dixon

**A**fter 21 years of service to the Florida Plan, Janis Dixon retired January 31. The Employees' Club chose the occasion to give her a commemorative plaque for the four years she served as travel coordinator for all of the club's outings.

Starting when she was club president, she expanded the club's efforts so employees would have a much greater

variety of discount travel opportunities. This included coordinating with Prudential's employee club, area hospitals, and the health credit union to create even larger group discounts.

It's been a lot of hard work but she enjoys it. "It's something you do for employees to help them take advantage of group discounts, and hopefully it

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Janis Dixon

# PROFILE

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Members of the Gainesville sales team who made 1987 a good year are (l-r) Steve Hyers, Wendy Praeuner, Jim Wallace, Pam Shay, Patty Wright, Don Walsh and Peter Brethauer. Steve Lawrence and Margaret Haney are absent from photo.

## Print shop wins awards

**T**wo more first place awards in the corporate print shop's collection are further proof that fine quality printing is available within BCBSF. And, of course, the cost is much less than for commercial printers.

The Gallery of Superb Printing of the International Association of Printing House Craftsmen recently judged the corporation's "Swim-Raiser" poster best among many entries in the multi-color

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## Gainesville HMO pilot project succeeds

**T**he year-old pilot marketing project between BCBSF's Gainesville office and Gainesville HEALTH OPTIONS has been judged a resounding success.

The effort proved the effectiveness of marketing the HMO product in Gainesville with BCBSF sales staff.

Starting with 1,257 members, Gainesville HEALTH OPTIONS ended the year with 7,438 enrollees, far exceeding its goal of 5,956, said Jim Wallace, BCBSF district marketing director.

January enrollment will bring Gainesville HEALTH OPTIONS membership to more than 9,500, which is another indicator of the outlook for success in 1988.

Wallace credited Gainesville HEALTH OPTIONS executive director Don Walsh for giving the Gainesville BCBSF sales staff the opportunity to sell the HMO product. They jointly formulated a marketing plan and made it succeed through hard work and dedication, Wallace said.

"We were one of the first on the street (HMOs in Gainesville), we were local, and we knew the territory," Wallace said, noting a fourth advantage, that BCBSF already had a significant market share to build upon.

Walsh said the project helped customers know that the HMO is a BCBSF product, reversing much of the conflict and confusion of previous years. It also cut personnel costs for Gainesville HEALTH OPTIONS, he said.



# Print shop

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category, and the Miami Olympics concert brochure the best four-color processing entered.

"No other in-house print shop or commercial printer can produce anything of better quality," said Buddy Gazaleh, supervisor of Reprographics. That says a lot, especially considering the work load.

The Print Shop completed 2,413 jobs and created more than 49 million printing impressions in 1987, almost 10 million more than in 1986. The Copy Center completed 2,386 jobs and produced more than 19 million copies.

Reprographics performed 98.8 percent of their jobs on schedule last year, and they met their "customers" quality expectations 99.7 percent of the time.

The Print Shop performs that well, yet charges less than commercial printers. In fact, an average print job costs from 30 to 35 percent less, said John L. Bentley, manager of Purchasing and Services.

The staff does everything possible, including working nights and weekends, to meet print and delivery needs, but just as with commercial printers, it's not always possible.

Working with high quality equipment in a convenient location, Reprographics staff members advise their BCBSF customers with technical expertise and many years of experience. If a certain grade of paper is requested, for example, the customer may learn about a similar grade that costs much less.

"We'll put it on any kind of paper you want, but we'll offer alternatives," Gazaleh said.

It's because of their demonstrated cost savings that Reprographics has

continually grown in personnel and equipment. Since their capacity can increase, it's helpful for Reprographics to know when commercial printers do printing jobs for BCBSF. "We at least like to know what's going out so we can tell whether we could have done it," Gazaleh said.

Both men expressed appreciation for every department that's worked with Reprographics in the past. Their cooperation helps BCBSF save money, they said.



BCBSF's first place printers: (1st row, l-r) Buddy Gazaleh, Bob Lacy, Howard Drayson, Dell Herndon, David Morgan, Fred Barnhart, (2nd) Larry Murph, Richard Odum, Denny Goebel, Quinton Edwards, Mike Dunlap, (3rd) "Big John" Williamson, Andrew Green, Jan Smulders, Steve McCann, John Winslow and Washington Burns.

## Customer Service

### All questions answered

Having called about some long overdue payments on her medical bills, Wanda Sineo of Jensen Beach said of **Dee Dunn** (Customer Service Representative, ASP State Group Correspondence), "She handled all my questions in a most courteous and patient manner. It was refreshing to encounter such a helpful and cheerful person."

### "Kind and caring"

Melva Roberson of St. Augustine had questions about bills for her husband's lung surgery. "I really don't think I could have made it through that trying time without her (**Vessie Johnson**, Customer Service Representative, Northern Region Major Accounts) assistance. . . I spoke with other employees who were

also very helpful, but she came through on the phone as being a very kind and caring person. She displayed qualities seldom found in people serving the public by phone — you were not just a name and a number to her, you were a person in need of help. . . There was a quality in her voice that makes you feel, 'I've found someone I can trust — someone who cares.'"

### Displeasure mollified

Mr. and Mrs. E. Schneiderman of Miami wrote: "The Jacksonville office has lost several registered letters and claim forms and has been noncooperative on the phone. (Then) we met **Ethel George** (Customer Service Representative, Walk-in Information). She has been honest, sincere, and, most important, has been able to solve all our problems. . . We are still not happy with your service, but once again we are calling on Mrs. George to help us."

### "Rare" service appreciated

Helped with a Medicare claim by **Pat Bell** (Customer Service Representative, Walk-in Information), Robert Saylor of Jacksonville wrote: "It is a rare thing, in this day and age, to find someone that takes the time and trouble to assist the senior citizens. . ."

### Kudos to Telemarketing unit

For their helpfulness, **Jim Patton**, **Ann Cowap**, **Rosa Maher**, **Thea Richardson**, and **Evette Murrell** of the Rate Increase unit of Telemarketing received letters of praise from customers.

A letter from Mary Hamel of Lauderdale Lakes summed up their feelings: "I've spoken to quite a number of people who were ready to give up Blue Cross Blue Shield. I told them to call you people, which they did and are very satisfied and will remain."



# Janis Dixon

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boosts morale," Dixon said.

Still helping with the club's travel plans, which include Paris in 1988, she's working for BCBSF part-time as a fair hearings officer.

"I think it's a very good place to work. Blue Cross Blue Shield is a good corporation. It provides good benefits for the employees, and if you're willing to work hard, there's a chance for advancement," she said.

## FEP growth leads nation

As of January 22, BCBSF's Federal Employee Program leads the nation in net enrollment gain. Some 1,876 subscribers signed up during Open Enrollment, Nov. 9 - Dec. 11.

"It's still very early, but compared with previous years, we are pleased with these early results," FEP Director Robert Endriss said.

Florida's importance is evident: its net gain is about two-thirds the number of new enrollees nationwide.

The national enrollment goal is 10,000 subscribers, which includes a Florida goal of 950. BCBSF has set its own goal of 3,000 subscribers. "We feel very optimistic," Endriss said.

## PROFILE

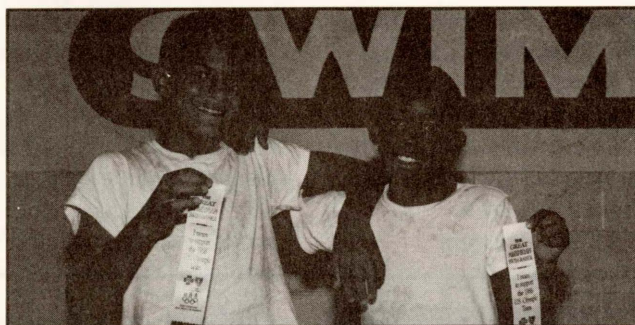
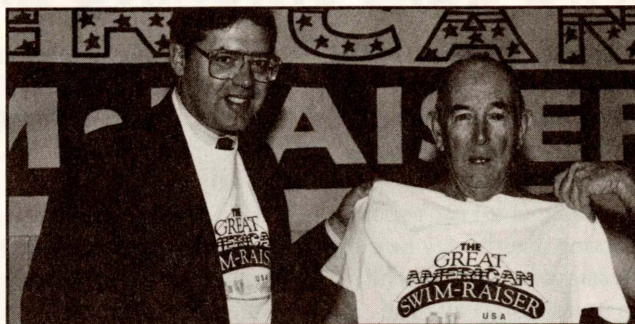
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## "Swim Raisers" feted

The corporation recently thanked everyone who swam in the December 5 "Swim Raiser" for the U.S. Olympic team. Pictured are (top) Jacksonville City Councilman Dick Kravitz, representing more than 9,000 city employees who are BCBSF and HMO subscribers, with the oldest swimmer, William Goode, 69, a Medicare beneficiary; (middle) two of the younger entrants, Warren and Marlyn Tisdale; and (bottom) BCBSF Vice President of Field Operations Bob Sebok with Olympic swimming medalist Nancy Hogshead.

The next fund raising activity: "Citizens Tour." It's a 9- and a 24-mile bike ride through St. Petersburg on March 5.

## Help stars for babies Feb. 21

TV weatherman Willard Scott, model Kim Alexis, Heisman Trophy winner Vinny Testaverde, and many other stars will play ball Feb. 21 to help the Florida Healthy Mothers/Healthy Babies Coalition and its programs to prevent low birthweight and childhood handicaps.

Co-sponsored by BCBSF, it will be at Boardwalk and Baseball theme park near Orlando. Buy tickets through **Select-A-Seat outlets**. The \$20 admission price includes the game and a day's admission to the park.



# Zedella quits smoking after 35 years

**A**ndy Zedella, Supervisor of Fleet Administration, started smoking cigarettes 35 years ago. Shortly after midnight on New Year's Eve, he stopped.

"I feel so good about it I can't stand it," he said, noting that the day he quit was the sixth happiest day of his life, following his wedding day and the births of his four daughters.

The corporation's smoke-free policy is almost coincidental with Zedella's decision, as his doctor had been after him to quit for at least six years.

"It's part of a general, overall health plan," which he's doing on sheer will power, supported only by a prescription for nicotine gum.

Some people compensate for not smoking by eating more, but Zedella has lost seven pounds and he'll lose more, even though "foods taste a little bit better" now.

Employees who've enjoyed him as Santa Claus the past seven years shouldn't worry. He'll make up for the weight loss with a pillow from now on.

Zedella supports the smoking policy as helping to improve personal health and to establish BCBSF as a leader in the health care industry.

"There's a basic benefit for every body," he said, adding that he's been pleased with the policy's implementation. "Everybody is handling this in a professional manner and being very

kind about it. Everybody is very supportive of everybody else," he said.



Andy Zedella



Kristy Olson (l), Virginia Lane

## Olson, Lane recognized

The Inspector General for the U.S. Department of Health and Human Services, Richard P. Kusserow, recently awarded certificates of appreciation to Kristy Olson and Virginia Lane.

Olson helped to provide his office with the Florida Medicare Part B claims history. An Operations Analyst II during that effort, Olson now serves as a project coordinator for the Medicare Part B RFP for a data processing system.

Lane, a Fraud and Abuse Analyst, identified fraudulent and abusive situations and helped gather evidence against a medical/chiropractic center.

## Bowl for JA Feb. 27-28

Help Junior Achievement: Bowl for a chance to win vacations for two, stereos, bikes, gift certificates, and much more.

Bowlers will get sponsors to pledge money for downed pins. The \$3.50 cost to each bowler covers their bowling expenses.

Everyone who collects \$75 or more will receive a prize.

To participate, call Rich Kuske, ext. 6833.

## BCBS NEWS

### Heart disease still top killer

Despite a 20 percent drop in mortality during the past decade, almost a million people die each year from cardiovascular disease (heart attacks, strokes and other blood vessel diseases), the American Heart Association reported. The second leading cause of death is lung cancer.

Of more than 500,000 heart attack deaths predicted for 1988, 60 percent will occur without warning within an hour after symptoms strike. But the

outlook has improved for the nearly one million Americans who'll survive heart attacks this year, due to faster, better emergency care that dramatically reduces damage and allows 80 percent of the survivors to return to work within three months.

### BCBSA advises presidential AIDS commission

The Blue Cross and Blue Shield Association recently recommended that the commission consider ways to support development and expansion of community-based services for patients, support more federal AIDS research

funds, and support voluntary state risk pools involving both insured and self-insured employers in assuring that coverage is available for high-risk patients.

### Wellness programs growing

About two-thirds of work sites with 50 or more employees have wellness programs, the Wall Street Journal reported. The programs include such things as dietary counseling, aerobic training and diagnostic testing programs, lectures on stress control and breast cancer detection, and smoking cessation sessions linked with programs to end smoking in the workplace.