

quick connections

April 23, 1999

Give us a piece of your mind

To borrow a phrase from the honorable Edward I. Koch, former mayor of New York City, "How're we doin'?"

We're working to provide you with timely information that's easily accessible, but we need your help. We want to hear your opinion of the new communications vehicles introduced during the last six months, like the corporate Intranet, Perspectives and this publication, too.

Let us know what you think by completing the Blue Views electronic survey currently on the BCBSF Intranet. The survey covers issues like access to information, frequency and timeliness of publications, how you currently receive information and how you prefer to receive it.

To get to the Blue Views survey:

- *double click on Internet Explorer on your desktop;*
- *click on the home page address or type: <http://home.bcbsfl.com>;*
- *click on Corporate Information;*
- *click on Blue Views*
- *click on the banner ad on the Blue Views home page or select Electronic survey under Point to point.*



For 'Blue' eyes only

Need Blues System data for benchmarking? Looking for medical management recommendations? Want the latest utilization trends?

A wealth of information is a click away with BlueWeb, an extranet site connecting all participating Blues plans with each other and with the Blue Cross and Blue Shield Association. BlueWeb can help you quickly find the hard-to-get information you want.

Navigating through BlueWeb is easy. A utilities bar provides access to tools and applications of interest to all site visitors. Buttons include Search (to help you find what you need on BlueWeb), Contacts (for key phone numbers or to send email) and Forums (where Blues plans share their ideas on best practices).

The navigation bar includes What's New (for breaking news and updates), Products and Services (such as The Brand Book Online, speeches, exclusive competitor analyses and more), Publications (for easy access), Facts, Figures and Trends (filled with key data), Events (BCBSA-sponsored seminars and conferences for which you can register online), and What's Blue (links to other Blues' Web sites).

Information contained on BlueWeb is privileged, confidential and restricted to members of the Blues System. BlueWeb can only be accessed through the data communication network used for the transfer of electronic information among Blues plans, called BluesNet.

To access BlueWeb, go to BCBSF's Intranet site. Click on External Links; then click on BlueWeb.

At the BlueWeb site, you will be asked to log in with a password or to create an account if you do not already have one.

BlueWeb training available

The Business Research Information Center has scheduled BlueWeb training classes at the Deerwood campus in Jacksonville in Room DCC101A. Call Ellie Rimar at x50055 to reserve a space in one of the following:

Friday, April 30, Friday, May 7:
11:30 – 12:30 (Bring Lunch.)
Thursday, May 13: 9:30 – 10:30

NGBU's members are more satisfied than average

How do you know if you're giving members what they want? Ask them.

Each year Health Options participates in a member satisfaction survey conducted through the Health Employer Data and Information Set (HEDIS). Key determinants in member satisfaction are:

- ease of making appointments;
- number of doctors in the network;
- availability of information;
- delays in receiving approvals;
- difficulty receiving care;
- referrals to specialists;
- overall satisfaction with the health plan.

Scores are reported to NCQA for inclusion in the national Quality Compass report.

The North GBU met or exceeded the national averages in most indicators, with the highest level of satisfaction focusing on "receiving care you and your doctor believed was necessary." Also highly rated were "receiving referral to a specialist" and "timeliness of receiving approval by health plan for medical care." Overall North GBU members were more satisfied with their health plan than the national average.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

Good communication is characterized by providing employees with the information they want and getting that information to them quickly and through the channels they prefer.

—Louis I. Gelfand, *Harvard Business Review*

Come join the fun!

Employee Appreciation Days will be held in Jacksonville on May 4 (ROC), May 18 (CP), May 19 (FCC) and May 27 (DCC) from 11:00 a.m. to 2:00 p.m. In keeping with this year's Hawaiian Luau theme, live entertainment will be provided by Prince Pele's Polynesian Review. Show times for all locations will be 11:30, 12:15 and 1:00. So put on that Hawaiian shirt and join us for great food and wonderful giveaways.

Employee Appreciation Days are scheduled in Miami for May 20; in Orlando and Tampa this summer.



BlueCross BlueShield of Florida

An Independent Licensee of the Blue Cross and Blue Shield Association



The time to save is now

If somebody was giving away free money, you'd take it. Right? So you must be participating in your employee 401(k) retirement savings plan. Right? Why not save more?

The company matches your 401(k) contribution 50 cents on the dollar up to the first 6 percent. And you can save up to 20 percent of your earnings. What's more, you are fully invested in company contributions in only four years!

Think you can't afford to save? The question should be: how can you afford not to? Just \$5 a week invested at 10 percent will grow to \$28,999 in 25 years!

American Express Retirement Services will host advisory meetings in various locations in June to help you learn more about tax-deferred investing. In the meantime, for information about your 401(k) or to speak to a customer service representative about investment election options, call the American Express participation service line at 1-800-521-SAVE (7283).

Y2K: Preparing personally

This is Part IV of a series on ways to reduce possible Y2K-associated problems. Check out BCBSF's Intranet for more Y2K coverage.

Cash and financial resources

- *Have some extra cash or traveler's checks on hand in case computer-controlled electronic transactions involving ATM cards, credit cards, debit cards and the like cannot be processed.*

- *Plan to withdraw money from your bank in small amounts well in advance of Dec. 31 to avoid long lines at the bank at the last minute. Keep cash in a safe place.*

- *MasterCard and Visa have advised that 99% of U.S. merchants are set up to handle cards with year 2000 expiration dates. But you may want to carry your checkbook in case you encounter a noncompliant terminal.*

- *If you have bills paid by automatic payment/withdrawal, check with your financial institution to ensure payments will be made timely. Keep track of all payments and get hard-copy receipts when possible.*

Spring Perspectives coming soon

Look for the spring issue of your quarterly employee magazine, Perspectives, in a news rack near you in May.

Jack Bradley, vice president, Market Strategy, talks about the Principal Health Care of Florida acquisition. "Medicare+Choice: Can we make it work for us?" provides an in-depth analysis of the ramifications of the Balanced Budget Act and the 830 pages of regulations that came out of it. Other stories focus on sexual harassment and the launch of BlueCard PPO. Check it out!

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