

quick connections

June 4, 1999

Principal employees moving to BCBSF facilities

Approximately 70 Principal Health Care of Florida employees around the state will get new digs this month, as BCBSF folds their operations into ours. The consolidation is part of the continuing transition of the Principal business to BCBSF.

Principal employees in Orlando began working at BCBSF's office June 1. Others are scheduled as follows: Pensacola, June 14; Miami and Fort Lauderdale, June 21; and Tampa, June 28.

Principal's Jacksonville office remains open and will house all operations functions, such as claims processing and customer services, in a GBU-structured environment. Of the 170 employees who will work there, most (140) will be BCBSF employees.

The field offices will be responsible for health care services, provider relations and marketing.

In addition, we have leased 8,000 square feet of contiguous space in our Tampa office to accommodate growth expected to come from the conversion of Principal groups to BCBSF products.

Goodwill is the one and only asset that competition cannot undersell or destroy.

—Marshall Field



Subsidiary's venture wins Medicare fraud contract

The Health Care Financing Administration (HCFA) selected TriCenturion LLC (TriC) as one of 12 companies nationwide to launch the Medicare Integrity Program, a new federal initiative designed to fight Medicare fraud, waste and abuse. TriC is jointly owned by Diversified Service Options (First Coast Service Options' holding company) and its Medicare counterparts in Texas and South Carolina.

The five-year contract positions TriC to compete for future task orders worth tens of millions of dollars. Curtis Lord, president and CEO of FCSO and Diversified Service Options, said, "This is a great win for TriC and makes it one of HCFA's elite contractors engaged in the fight against Medicare fraud, waste and abuse."

Corporate Internet redesigned

You want to be sure and visit our newly redesigned corporate Internet site on the World Wide Web at www.bcbsfl.com. The joint effort between Corporate Communications and Electronic Commerce to update the site, developed in 1997, was undertaken to make the site more interactive, informative and expandable.

The new site's more "user friendly" design enables customers to get up-to-date information about products and plans, health legislation, health and wellness, career opportunities and Y2K, as well as press releases and our annual report. Special enhancements include an interactive online quote (for select products) and resume submission capability.

External Email: Attachments 101

This is Part VI in a series on email.

Sending attachments is a high-use feature of email that sometimes presents a challenge. Our current system automatically scans all outbound emails for viruses and adds a standard disclaimer. The system also limits each transmission to 5 Meg to avoid traffic problems. For files larger than 5 Meg, employees have the following options:

WinZip

WinZip is an approved, easy-to-use tool that compresses files through a Windows-based program. Compressed files also can be embedded with an "open" key so that they can be read by recipients without the software. Call the Help Desk to have WinZip installed. There is a \$35 cost through Corporate Asset Management for the software, which requires prior management approval. Password-protected WinZip cannot be used in lieu of encryption to send Patient Identifiable Medical Information or other confidential material. Although it is "protected," the information can be intercepted and opened by hackers. Encryption is the only acceptable safeguard at BCBSF.

Off-Peak Hours

Large files can be sent during off-peak hours, after 5 p.m. and before 8 a.m. EST. They also may be sent during regular business hours that experience low-traffic volume.

To help with compatibility problems when sending attachments, read-only files can be saved as text files with a .txt extension.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

Have you verified your desktop applications are Y2K ready?

All desktop users are responsible for identifying systems as mission-critical and working with the Information Technology Y2K project teams if they are not Y2K ready. You can find a list of various types of technology and associated Y2K readiness on the Intranet Year 2000 page, which is updated biweekly. (On corporate Intranet, select Corporate Information, Year 2000 and then Feedback Form or Feedback Compliancy Search.)

Managers must check the Year 2000 site to search for product information and complete a feedback form for each hardware component or software application that is not on the product information list, not Y2K ready or is to be retired. Forms were to be submitted by May 10. Any area that has not done so MUST complete this process immediately.

Questions? Contact Marilyn Hollan, 791-6741.



BlueCross BlueShield of Florida

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Our school-to-work program is a winner

Three cheers for the Partners in Achievement (PIA) program! On May 19, the Baker County School Board presented PIA coordinators, Jim Brewer and Ang Pracher, and Senior Vice President Larry Payne with the Northeast Region School District's Silver School to Work Zone Award. PIA provides high school students with introductory business experience and state-certified customer service training. About 90 students currently participate in the program, 30 at Baker County High, which nominated PIA for the award. Students there process ITS claims under the leadership of Karl Smith and Rhonda Smith.

The School Board also recognized Payne as a super volunteer, logging in more than 400 hours of community service at the high school. He and Senior Vice President Ernie Brodsky are Senior Leadership Team sponsors of PIA and an affiliated college program, STARS (Students in Training Achieving Professional Skills).

If you could put time in a bottle...

It only happens once in a thousand years, so it deserves serious attention. However, while most folks are focused on heading off anticipated year-2000 problems, others are thinking of possible Y2K celebrations. One of the suggestions we like best is a time capsule.

So, we're looking for ideas about what to include in a time capsule, both for the company and for home. If you would like to share your suggestions, send them via email to BlueViews or leave them on the BlueViews comment line at 905-3047. But time is running out, so please get them to us by June 30. We'll run the article in a July issue.

Companies rally to BCBSF challenge, stand 'united'

Last fall, BCBSF challenged the Northeast Florida business community to pledge extra dollars to support United Way agencies involved in promoting wellness and protecting our health. It was part of Corporate Partners in Caring, a United Way initiative to raise \$6.5 million in new money during the next five years. BCBSF pledged to match new gifts up to a total of \$100,000. The community responded, raising 88 percent of the goal. Congratulations, United Way, and to all contributors.

Heads up!

You may be one of 2,500 employees to receive at home a survey to gauge communications effectiveness. Voice your opinion on technology, job satisfaction, leadership, communications and other topics. If you don't receive one but want to give us your opinion, check out the BlueViews electronic survey currently posted on the BCBSF Intranet. Both surveys are anonymous and end June 18.

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