

quick connections

July 16, 1999

Meeting customer needs!

The MHS system that supports our managed care business, which includes our HMO, Medicare & More and Medicare supplement products, was validated for Y2K readiness and compliance one month ahead of schedule to meet the needs of a major customer:

MHS is a mission critical system for BCBSF. As such, its remediation and testing for Y2K readiness held one of the highest priorities for our company. Future-date testing for MHS began on April 5, 1999, and was originally projected to be completed by July 31.

But in early May, NationsBank requested that all suppliers' and vendors' systems that directly support NationsBank business be Y2K-compliant by June 30. We are the primary vendor for NationsBank's managed care coverage.

The staffs of the MHS Y2K Project Team, their business partners and others came together to satisfy the customer need, adjusting the test schedule and getting the resources required to complete the job. All current, future and integration testing for the MHS system was completed on time.

Way to go, team!



HCFA, FCSO partner for education

The Health Care Financing Administration (HCFA) has partnered with BCBSF's subsidiary, First Coast Service Options (FCSO), to implement an innovative national Medicare education program. The \$1.3 million campaign gives physicians and other health care providers the opportunity to increase their knowledge of Medicare benefits, coverage and billing rules. The program features free interactive computer courses that make Medicare education available 24 hours a day, seven days a week, through the Internet; "just in time" training for medical residents; and national satellite broadcasts, where physicians and other health care providers share an interactive "virtual" classroom with several thousand people throughout the country.

"When everyone better understands the Medicare guidelines, appropriate services are rendered, claims are filed correctly, providers are paid timely and accurately and beneficiaries obtain the care and good service that they are entitled to receive," says Diane Kelley, director of Medicare Program Relations at FCSO.

This nationwide campaign builds on the success of a 1998 13-state pilot project (also implemented by FCSO) which reached nearly 50,000 physicians and other health care professionals. HCFA is expanding the program nationally to better ensure that Medicare providers and beneficiaries avoid potential problems before they occur—further reducing waste, fraud and abuse.

"Leveraging technology to make Medicare education more readily available saves on travel and addresses challenging schedules and missed office hours," says Joe Montano, manager of the national program at FCSO.

External email: Saves money, too

Did you know that using external email not only saves time but money, too? Here are some costs associated with various document delivery methods we use:

- One 16 oz. letter sent Federal Express (Next day morning delivery) = \$8.75
- Single sheet document sent U.S. Postal Service = 31.5 cents
- Phone call with three-minute duration = 69.6 cents
- Fax document, duration of transmission 2 minutes = 46.4 cents
- External email document = \$0 additional cost

The costs associated with the use above do not even include printing and paper or the time saved by employees! So, next time you are mailing a document or need to communicate externally, use email, if it's appropriate.

And don't forget to fill out the on-line survey on external email use and provide your feedback about the capability. The survey is located on the corporate Intranet under Organizations/Information Technology—click on the email box to start the survey. The information obtained will help I/T assess the value of this capability and assist with the introduction of future technologies for internal and external business partners.

The survey takes only two or three minutes. Completion of the survey qualifies employees for the chance to win one of several \$10 Blockbuster gift certificates. Prize drawings will take place at the conclusion of the survey on July 30.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

CGBU to honor Seven "Ageless Heroes"

BCBSF will honor seven Central Florida Ageless Heroes next Thursday (July 22) for their spirit, vitality and extraordinary accomplishments. The celebration luncheon in Orlando will feature Gema Hernandez, Gov. Jeb Bush's secretary for Elder Affairs, as keynote speaker and Orlando jazz singer and National Ageless Hero Evelyn McGee Stone, who will perform. She received her award for Creative Expression from former President George Bush in May in Chicago.

The categories for BCBSF's Ageless Heroes include: Against the Odds; Bridging the Generations; Community Involvement; Creative Expression; Leadership; Love of Learning; and Vigor & Vitality.

The luncheon is presented by Seniors First of Orlando, Better Living for Seniors of Seminole County, Community Services Council of Brevard County, and the Council on Aging of Osceola County. The Florida Ageless Heroes program is patterned after the Association's program.



BlueCross BlueShield of Florida

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Name the Olympic mascot!

What do the snowshoe hare, coyote and American black bear all have in common? They are the mascots for the 2002 Olympic Winter Games to be held in Salt Lake City.

The mascots are cute, cuddly and kids love 'em. But there's one problem: They need names. That's where you come in!

You can show your support for the Olympics by voting for your favorite set of mascot names. Call toll-free, 1-877-3MASCOTS, or visit the Salt Lake Organizing Committee's Web site at www.slc2002.org. While there, you can enter the "Three Names for the Games" contest to win prizes from Delta Air Lines, AT&T, Coca-Cola, or a commemorative 2002 mascot naming pin. But hurry! The mascot naming contest ends July 31.

The independent Blue Cross and Blue Shield Plans are an official sponsor of the U.S. Olympic Team and the 2002 Olympic Winter Games.

Putting time in a bottle...

"Time capsules are a wonderful way to mark the millennium," says Susan Lamb, customer service representative B, North GBU, whose family is doing one as part of its Y2K celebration. Susan was among those who answered our call for suggestions on what to include in a millennium time capsule. Here are some of her tips for a personal or family capsule:

- *Typical Sunday newspaper with the want-ads and ad sections;*
- *A favorite magazine of each family member;*
- *Photos depicting everyday life: house, car, yard, vacation, family meals, parties, holidays (label each photo with names, dates and description of event);*
- *A general purpose catalog (e.g., Sears);*
- *Favorite recipes (include the source);*
- *Checkbook register;*
- *Typical grocery shopping register and other receipts;*
- *Small everyday items: toys, gadgets, trinkets, tools;*
- *Concert/play/movie/game ticket stubs with program, playbill, review;*
- *Favorite book and/or personal list of 10 "best" books;*
- *Personal and "expert" predictions for the future; and*
- *Letters to the future from each family member expressing hopes, dreams.*

Bobbie Marcum, who, like Susan, is a customer service representative B in the North GBU, suggests including a Bible and reminds us to mark the capsule with a "to be opened on" date.

Be grateful for each new day. A new day that you have never lived before. Twenty-four new, fresh, unexplored hours to use usefully and profitably. We can squander, neglect or use it. Life will be richer or poorer by the way we use today.

—Ralph Waldo Emerson

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