

# quick connections

Oct. 8, 1999

## Principal conversions on target

*Oct. 15 is the anniversary of BCBSF's announcement that it would acquire Principal Health Care of Florida. Kudos to all the areas involved in the transition process.*

*Thus far, 80 percent of Principal's former members converted to BCBSF products when their contracts expired, exceeding our goal of 78 percent and adding more than 47,000 individuals to our membership.*

*In the conversion process we have improved both our own and Principal's service operations and Principal's medical costs. The time it takes to enroll a group has decreased by 2.3 days on average. Hospital days have been managed to a level of 20+ days under established targets, with a medical loss ratio nearly five percent better than plan. The conversion team also has kept operating expenses under budget by \$1.9 million.*

*The key to meeting the conversion goal for the year will come during the fourth quarter when most groups' contracts expire. Taking advantage of in-group growth opportunities will be a critical factor in attaining our conversion goals. In-group growth refers to additional BCBSF membership gained within a group beyond the preconversion level enrolled in Principal.*



## Blue Views—the avenue to Blue news

Want the latest BCBSF news? Don't forget to check the news rack in your building every other Friday for the latest issue of this publication, Quick Connections, and the most recent issue of the employee quarterly magazine, Perspectives.

Like to get your news online? Check out Blue Views, the site for corporate news and information loaded with programs to keep you informed. "Special Alert" (when it's flashing) is where you'll find breaking news. "About the Blues" offers the annual report, current news releases and other information. And don't forget to check out the virtual library of company publications, like Perspectives, Florida Blue, our customer magazine, Shop & Save, the employee classifieds, and this publication, too.

Blue Views is easy to access from your PC. Just click on the Intranet Explorer browser on your desktop; click on Corporate Information; then click on Blue Views. You'll also find information about Human Resources, BRIC (Business Research and Information Center) and Year 2000 under the Corporate Information icon.

## DOI approves group LTC product

The Florida Department of Insurance has approved a new long-term care product for groups, which will be marketed under the BCBSF name and managed by our subsidiary, Florida Combined Life (FCL). Work is now under way to finalize implementation activities to support the new group product's sale.

FCL also manages a BCBSF individual long-term care policy that covers in-home, community and long-term residential care.

## Recycle PC hardware

In 1998, BCBSF spent almost \$9 million dollars on PC hardware. So far this year, the corporation has spent more than \$3 million purchasing new PC equipment, with the potential to spend millions more, while many PCs throughout the corporation sit idle.

Information Technology (IT) has identified some machines that have not been used in several months and is attempting to recover this equipment for redeployment. If you are contacted, please help support this effort.

IT's PC Recycle Program enables the company to take PC hardware currently unallocated in one business area and redistribute it to an employee in another business area needing equipment.

Recycling benefits everyone. Cost centers avoid monthly PC chargebacks by returning valuable PC hardware to the PC warehouse. Business areas requesting such assets can acquire stock equipment in one week vs. waiting four weeks for new equipment.

To initiate the recycling process, contact the HelpDesk and provide the workstation number(s) and location(s) of hardware to be recycled. IT will pick-up, warehouse, maintain and redistribute the recycled assets, and ensure the update of PC chargebacks to cost centers as appropriate. IT will continue to process new PC equipment requests as needed.

For more information, contact the HelpDesk at ext. 18737, option 5.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

## BCBSF offices closed Dec. 31

BCBSF is closing all offices Friday, Dec. 31, to ensure all systems are functioning properly in anticipation of the year 2000. The company is asking employees to take the day as a vacation day or floating holiday. The Miami Herald erroneously reported on Sunday, Sept. 26, that BCBSF would close on Dec. 31 and give employees "a day off."

Offices statewide will be officially closed for the Jan. 1 holiday on Monday, Jan. 3, 2000. All employees are expected to return to work on Jan. 4, 2000.



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association

## Millennium United Way Campaign

### The Power of You. The Power of Blue.

What would have happened if Hurricane Floyd had come ashore to Florida's east coast last month? Thankfully, we may never know. We see the television pictures of areas in North Carolina devastated with floods and can only wonder—what if?

What we do know is that many United Way funded agencies in our own communities were gearing up so that they would be ready to help, if needed. Agencies like the American Red Cross, the Salvation Army and the City Rescue Mission would be there to provide food, shelter, medical assistance and comfort to people who otherwise might never need help.

But it isn't just when disaster strikes that help is needed. Day after day, people depend on programs funded by United Way. These programs provide shelter for the homeless, hot meals for the elderly, guidance for troubled teens, support for parents with sick children, help for victims of abuse and neglect. The list goes on.

Many of those who need help feel powerless. But you hold the power to unlock their fears and help them cope with the trials life can bring. You hold the power to transport a child with special needs to a developmental preschool program. You hold the power to provide meals to homeless people. You hold the power to ease the pain of a cancer patient.

Your power comes from opening your heart and your pocketbook and teaming with others who do the same. Just \$2 a week will pay for a year's transportation for that special needs child. Just \$2 a week will provide 70 hot meals to the homeless. Just \$8 a week will provide a 40-day supply of pain medication to a cancer patient. Think about the power you hold.

Last year, Blue Cross Blue Shield of Florida employees gave more than any other company in northeast Florida. Throughout the state, our leadership in giving to the United Way made a powerful statement about the kind of people we are—warm, caring and responsible. As a health care company, our brand is strengthened by demonstrating our concern for the community.

This year, our goal is to raise more than \$1 million—10% more than we did in 1998. To do that, we will need to rely on your generosity. If you never gave before, please consider doing so, no matter how small your contribution. And if you are a regular contributor, please consider increasing your contribution to help meet the growing needs of our communities. Together, we have the power. Remember, you can make a difference.

*Dave*

David Pizzo, Vice President  
Advertising & Market  
Communications

*Melissa*

Melissa Rehfus, Vice President  
Public Policy

Co-chairmen, 1999 United Way Campaign

For every dollar spent on an emergency diagnosis of speech and language disorders, our community saves \$12 on future long-term language and articulation treatment.



For every dollar spent in providing elder independent living services, our community saves \$9 in nursing home services.

For every dollar spent in domestic violence intervention, our community saves \$47 on future costs in medical services for a domestic violence victim.



For every dollar spent in child abuse prevention services, our community saves more than \$60 in child abuse intervention and treatment services.

### The Power of Partnering

Once again Blue Cross and Blue Shield of Florida is joining with other companies in northeast Florida in Corporate Partners in Caring, a United Way initiative begun last year to raise an additional \$6.5 million during a five-year period. The extra dollars pledged go to support five focus areas:

- ✓ Promoting wellness and protecting our health
- ✓ Responding to personal crisis and disaster
- ✓ Creating a brighter future for our children and youth
- ✓ Creating independence for the elderly and disabled
- ✓ Building stronger families and neighborhoods

BCBSF will match contributions made in northeast Florida to agencies in its chosen focus area—promoting wellness and protecting our health—up to a total of \$100,000. This is in addition to the company's annual corporate gift, which is based on employee pledges. This means that the company will match dollar-for-dollar your contribution to our chosen focus area.

Programs in BCBSF's chosen focus area include help in accessing health services, such as prenatal care, preventive and primary care, mental health, asthma and substance abuse prevention.

The company will also give each GBU outside of Jacksonville specific dollars for charitable contributions.

### Join the Leadership Circle

The official kick-off of BCBSF's United Way campaign was held Sept. 28 at the home of President and CEO Mike Cascone. More than 150 attended the event and pledged to be Leadership Circle members, meaning they are contributing at least 2% of their annual salary or \$1,000. It is not too late to join the Leadership Circle. Those who do will receive a high-quality writing instrument in addition to being recognized as part of the Leadership Circle. Remember, your gift of any amount is deeply appreciated.

### United Way rallies—coming soon to your location

United Way rallies are being held throughout the state Oct. 4 – Nov. 24. You will receive a special invitation from your United Way team captain about the details. All who attend will receive a special token of appreciation and a chance to win other prizes in a drawing.

Now is the time to start thinking about your pledge. Your current amount is listed on your pay stub. Please consider increasing your personal contribution to help those who are less fortunate. Remember, you have the power.



## **BellSouth white, blue pages now online**

*Finding phone numbers from your PC in Jacksonville, Miami and Orlando just got easier. The BellSouth white and blue pages for these cities are now available on the company Intranet through a new link on the "Phones" icon on your Common Office Environment (COE version 4) desktop.*

*This desktop addition provides online search capability for businesses and residences in Jacksonville, Miami and Orlando and their outlying areas, as well as for the blue pages that contain city, county, state and federal listings for each area.*

*You can easily access the directories from the "Intranet Phones" tool on your desktop or from the icon automatically created on your desktop after using the BellSouth Real White Pages the first time. There's even a help line on Exchange in Information Central/White Pages help/White Pages instructions. Check it out!*

## **HRMS project to automate key processes**

*BCBSF's human resource information management capabilities and system infrastructure got a boost with the recent launch of the Human Resource Management System (HRMS) project. HRMS will automate and streamline key human resource and payroll processes and information systems to better support the rapidly changing workforce needs emerging from Business Transformation initiatives.*

*The corporatwide multiphase, multiyear initiative partners members from Human Resources, Finance, Information Technology and KPMG Consulting. Phase I will introduce two new major capabilities: a new Time and Attendance Management System from jeTECH and the Human Resource/Payroll Management System, PeopleSoft, an industry software package leader. The automated Time and Attendance Management System replaces our manual, paper-based time recording processes and will begin rollout this quarter. PeopleSoft will replace and enhance key human resource and payroll processes, such as recruitment/hiring, position management and benefits and payroll processing. Rollout is planned during the first quarter of 2000.*

*Phase II, scheduled to begin rollout in the fourth quarter of 2000, is expected to include several self-serve modules that enable employees to do on-line changes to personal information, complete some HR processes and get access to needed information.*

*For more information, please contact Rich Burns, HRMS Program Director, at (904) 905-6280.*

**When you talk, you repeat what you already know; when you listen, you often learn something.**

**—Jared Sparks**

**—Submitted by Carol Cox, Corporate Communications**

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