

quick connections

June 30, 2000

Health business reorganized

A Health Business Sector reorganization announced June 22 is designed to improve results and accelerate Business Transformation. Changes include merging the Central Geographic Business Unit (GBU) into the North and South GBUs. Consolidation planning will be completed Aug. 1. The reorganized Sector has five areas:

- **Health Business Operations** led by Barbara Benevento will consist of six divisions, including the newly expanded North and South GBUs under Ernie Brodsky and Bruce Davidson, respectively. The other divisions are National Business Unit (Tom Albright), Individual Under 65 Business Unit (Jean Hull), Private Business Operations (Pete Burchett) and Virtual Office (Implementation—Pat Haley, Operations—Jack Conway).

- **Health Business Policy and Development** led by Bob Sebok combines Marketing and Health Care Services.

- **Human Resources** led by Larry Payne includes Facilities, Office Services, Safety and Security, BRIC and the Aviation unit.

- **Information Technology and Capability Development** will be led by Duke Livermore.

- **Health Business Strategy** will be led by Dudley Mendheim. Business Planning moves to Finance.

Quick Connections is available online at Corporate Information/Blue Views on the company Intranet.



Internet access to launch in July

BCBSF is bringing the world to our desktops through Internet access.

Scheduled to launch soon, Internet access will enable us to use the full capability of the World Wide Web for research and other job-related activities.

To make access easy, Information Technology (IT) has posted user-friendly directions in its Customer Service section on the corporate Intranet.

As with external email, there are restrictions on the use of the Internet. Written approval from a director is required, and each user must read the Internet Access and Use Policy, as well as the Internet Use Agreement. These documents provide guidelines on what is allowed and what is prohibited with Web browsing access. Managers will be briefed on the process and will be able to answer questions about Internet access capability and policies.

IT partnered with several functional areas, including Internal Audit and Data Security, to make certain the appropriate security and data controls, network administration and management reporting capabilities were in place to support the Internet capability. They completed a successful pilot project validating the readiness to roll out Internet access corporate-wide.

BRIC Web site gets noticed

Employee Internet access will bring with it the launch of the Business Research Information Center's (BRIC) new, highly touted Intranet site. It offers employees

an incredible new array of information resources right at their desktops. What's on the site? Some of the features include:

- **Daily Health News Report**—News stories are posted here for employees to read!

- **E-Journals Page**—Click here for your favorite business or health care journal to see the current "Table of Contents" and read stories in full-text.

- **Competitor Information Channel**—Access competitor Web sites, current news and company profiles.

- **Medicare/Seniors Channel**—Select from the best sources from Lexis-Nexis and the Internet to find information specific to this important segment.

- **"Channels"** for Human Resources, Knowledge Management, Quality, Leadership/Management, Blue Cross and Blue Shield Plans, and Clinical Medicine offer unique Web pages and targeted information covering these areas.

- **Lexis-Nexis**—Connect directly to this service for in-depth research on almost any topic!

- **Online Catalog**—Check BRIC's in-house catalog to order books and reports.

This site attracted national attention at the Intranets2000 and Lexis-Nexis National Sales conferences and the interest of major companies like Disney. It will be featured in the July/August issue of The Intranet Professional.

Join the BRIC staff for a tour of this research tool on July 12, in DC101A from 1 p.m.-2 p.m. or from 3 p.m.-4 p.m. Email "BRIC Training" located in Exchange to reserve a space.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

Virtual Office replaces Info Line

BCBSF is discontinuing the Info Line automated referral system for providers in the South and Central GBUs as of today, June 30.

Info Line is a personal computer-based system that allows select providers access to limited eligibility and benefit information and enables primary care physicians to process, modify and inquire about referral authorizations for our Health Options, Care Manager, and Medicare and More members.

Virtual Office's state-of-the-art technology, however, has rendered the Info Line system obsolete. Providers are encouraged to upgrade to Virtual Office.



BlueCross BlueShield of Florida

An Independent Licensee of the Blue Cross and Blue Shield Association



BCBSF to sponsor another HabiJax home

BCBSF will sponsor another HabiJax home during September when the local Habitat for Humanity affiliate plans to build 100 homes in just one month.

In May, BCBSF employees rallied together and helped turn an empty lot into one local family's dream—their own home. A special thanks goes out to all those who volunteered. They have made a difference in our community.

More than 500 families in the Jacksonville area have become homeowners through HabiJax. In addition to a small down payment and interest free mortgage, HabiJax owners are required to invest 300 hours of labor, called "sweat equity."

For volunteer information about the upcoming BCBSF-sponsored home, please contact Ryan Chamberlin at ext. 5-3024.

Personal Path coming this fall

This fall BCBSF will be the first health care plan in Florida to provide members (and employees) with a "personalized" health care information Web site.

BCBSF has formed a business alliance with PersonalPath Systems, Inc., in order to offer the new Internet capability called PersonalPath.com. The Web-based health content and care management application will be made available to members at no charge. It includes information about illnesses, treatments, medications, benefits, costs and finding help. Consumers can use the Web site to gain the knowledge they need to take better care of themselves and to feel more in control of both their medical conditions and the health care system.

Members who register at the site can authorize a personalized version of PersonalPath.com, which incorporates member claims data to customize the experience. Members can turn this level of personalization on or off at any time.

The service will differentiate our brand and help meet the diverse needs of our members. The Michigan, South Carolina and New Jersey Blues plans also offer PersonalPath.com, which has a master contract with the Blue Cross Blue Shield Association.

For more information, forward your questions to our internal email address, PersonalPath. Or visit PersonalPath's Web site at www.personalpathsystems.com.

Eternal vigilance is the price of liberty.—Thomas Jefferson

Happy Independence Day!

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