

quick connections

Dec. 29, 2000

Look for QC via email

This is the last print issue of Quick Connections. Beginning Jan. 12, this publication will be delivered exclusively through email. Best of all, delivery will be weekly instead of biweekly, offering you the timely information you want.

The new year also brings a new editor. Stephen Wilson, senior communications consultant, takes over the reins with the Jan. 12 issue. If you have news to share, contact him via email or call him at extension 53251.

Employees set new records for giving to United Way

We did it! We surpassed the United Way campaign goal again this year.

As of Dec. 20, BCBSF employees pledged \$1,145,269 to the United Way. That's 14.5 percent above the \$1 million goal and nearly 21 percent more than last year! The company's contribution, which matches 25 percent of the employee pledges up to \$1 million or a total of \$250,000, brings the United Way contribution to \$1.4 million.

In record numbers, employees joined the Leadership Circle. The number of those giving 2 percent of their annual salaries or

(Continued on inside.)

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



You CAN believe

Our Blue Community Champions "CAN make a difference," as the theme for this year's annual food drive said. And our employees, once again, proved it in the fight against hunger!

Many of Florida's families in need are not hungry for the holidays thanks to your contributions of canned food and boxed goods. We collected more than 25,000 pounds statewide.

Efforts this year went beyond collecting food. Many volunteered with their families at various food banks to help sort donations and serve food to the needy throughout the holiday season.

This year's rolling food drive ran statewide from National Make a Difference Day, Saturday, Oct. 28, to National Family Volunteer Day, Saturday, Nov. 18, and into December. This is the first Blue Community Champions effort to support national days of service through one statewide community project.

Contest winners announced

Fifty BCBSF employees each received two tickets to a Jacksonville Jaguars home game against either the Tennessee Titans or the Arizona Cardinals as winners in the "Living the Promise" essay contest. Those winners are listed in the electronic version of Quick Connections. The contest winners were judged on their creativity, impact or delivery on the Promise and the impact on our members, employees and community. Look for reprints of award-winning entries in future issues of the all-electronic Quick Connections beginning Jan. 12.

The 'Blues' get illuminated

The Blues are lighting up the night sky at the Deerwood Campus. The new, lighted cross and shield are visible from heavily traveled J.T. Butler and Southside Boulevards in Jacksonville. "It's important to show the community that BCBSF is here and this highly visible sign will clearly send that message," says Steve Davis, vice president of Corporate Project Development.

David Pizzo, vice president of Advertising and Market Communications, says, "The new sign is a way to showcase our Brand and the pride we share in our company."

Although the sign is nearly double the size allowed by the Deerwood Complex's covenants and restrictions, Gate Property spokesperson Ken Wilson, in granting the variance, says, "Everything else BCBSF has done in this area has been first class, and we had no reason to believe that would change with this new sign."

Set new records

(Continued from front page.)

\$1,000 grew from 319 (a record number last year) to 376 members this year.

And in Northeast Florida, BCBSF was No.1 again in employee giving to the United Way.

Because of your generosity, the sick will be healed, the hungry will eat, and the homeless will find shelter.

Missed the campaign period but still want to give? Just send your pledge card to Anita Rodgers, DCC 1-4. Make a difference. Help those less fortunate in your community.



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National Association

Compass™ web site offers wealth of information

Are you tackling a business ethics issue? Need a copy of a state law affecting health care? Do you need to know what the federal government now requires of HMOs under Medicare+Choice?

Launched earlier this month, the Compass Program™ web site offers employees a valuable resource to answer these questions and more. The site includes a copy of the Compass(tm) booklet, training materials and contact information.

The address is: <http://corpcompliance.bcbsfl.com/index.html>



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Have I got a deal for you

Thinking about buying a new General Motors (GM) car? You're in luck. GM recently extended the Supplier New Vehicle Purchase Program through Sept. 30, 2001. All active, full-time BCBSF employees pay just 4 percent above GM employee's cost on the purchase or lease of up to two eligible GM vehicles at participating dealers. Model years eligible for the program include 2000, 2001 and 2002, and vehicles must be delivered during the program period. Some models are excluded from the program or have limited availability.

Call GM Program Headquarters toll-free at 1-800-960-3375, Monday through Saturday, 9 a.m. to 10 p.m. EST, for details or to get authorization for the discount. For round-the-clock information, visit the GM web site at www.GMsupplierdiscount.com.

Follow rules for postings on company property

Employees eager to let others know of birthdays and parties sometimes post signs on elevators and in floor lobbies. However, such unauthorized flyers posted on company property do not comply with corporate policy. Employees are reminded of Human Resources Policy and Procedures—Standards of Conduct Policy 4.1. Under General Standards of Conduct, Number 19, "Posting of notices, signs or writing in any form on bulletin boards or other company property at any time without the specific authorization of designated management" is considered unacceptable behavior. Please help keep down the "eye pollution" by not posting unauthorized flyers.

Got News?

Quick Connections provides you with timely information that supports our seven corporate objectives: customer satisfaction, market leadership, financial strength, public understanding, organizational effectiveness, delivery systems and the national association.

If you have newsworthy information relating to our seven corporate objectives, email us at Blue Views, or call Stephen Wilson at 904-905-3251.

In the New Year, may your right hand always be stretched out in friendship, but never in want.

—Irish saying

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