

JUN 3 1994



INTER OFFICE MEMO

TO: Distribution
FROM: Harold Barnett *HJB*
SUBJECT: **BLUE ON BLUE, FIRST EDITION 1994**

AT:
AT: Public Relations

DATE 6/3/94

The first edition of *Blue on Blue* for 1994 is being distributed throughout the company this week with information on health care reform, the Employee Communication Survey, reports on activities and events during the past few months, as well as a look ahead at upcoming company news and events.

As you recall, a special *50th Anniversary* video was released during the first quarter instead of a *Blue on Blue*. Therefore, this edition contains news and information for the first and second quarters of 1994. The show length is 20 minutes (target length is 15 minutes) but we wanted to provide you with as much information as possible for the two quarters.

I hope you'll view this edition and encourage your managers and supervisors to present it during their next two-way communications staff meeting. A summary with a brief overview of the topics and an observation report are attached for your convenience, and I would appreciate receiving your comments and suggestions.

Extra copies are available upon request, and names can be added to our distribution list by calling Carol Cox at x6027. A hearing impaired version will be distributed to those departments with hearing impaired employees. If you would like a copy of this version as well, please let me know.

Please call me at x6410 if you have any questions.

/ccc

cc: Catherine Kelly

Enclosures:

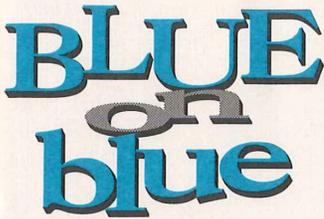
1-Video

2-Summary

3-Observation Report

DISTRIBUTION: A-C

JUN 3 1994



BCBSF VIDEO MAGAZINE

SUMMARY OF TOPICS

BLUE ON BLUE, 2ND QUARTER 1994

This edition covers the events and activities of the first and second quarters of 1994. Here are some of the highlights:

GENERAL OPENING

The results of the **Employee Communications Survey** conducted in December 1993 are discussed. Overall indications are that employees feel that the Company keeps them informed on a timely basis and that they feel better about the Company because of the communication. Health Care Reform tops the list of subjects of which employees want to receive more information. As a direct result of the survey, three new communication vehicles have been introduced to provide information on health care reform: **Outlook**, a publication covering state and national reform; **Digest**, a weekly publication highlighting the most significant health care reform news; and a **Health Care Reform Telephone Information Line**, providing weekly broadcast news updates on health care reform.

OUTLOOK ON REFORM

Due to the need for continuing education and information on health care reform efforts, a new section has been produced which will keep employees updated on National and State reform. The "**Any Willing Provider**" and "**Direct Access**" bills are discussed as to their impact on BCBSF. BCBSF launched a public awareness campaign this spring to alert employees, customers and health care consumers about these anti-managed care bills.

IN THE NEWS

1993 was a very successful year for our company with sales of 170,000 contracts. A **marketing objective for 1994** is to achieve 25% penetration, or to have enrolled in our company 25% of the people who live in our state. **Eckerd Corporation** selected our PPO product for their Florida employees, and "**Medicare and More**", our Medicare HMO product, was rolled out in Duval and Clay counties. Government Programs held two seminars to educate providers around the state: **Medicare Part A** held a Provider Audit and Reimbursement seminar for hospital and nursing home representatives, and **Medicare Part B** held a

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providing a "Medi-Fest" in Orlando for 400 providers. The **Operation and Maintenance Response Team** was recognized for their efforts in safe and healthy work environment. **I.T.S.** was implemented in April with four other Blues plans electronically linking these plans for more efficient claims processing.

REGIONAL UPDATES

The **Southern Region** was awarded the Palm Beach County account and has implemented "MHS", or the Managed Healthcare System, a statewide claims processing system for Health Options. The **Northeast Region** took top honors at the company sales awards by winning the largest net gain and profitability awards. The **Northeast Region** also won the Eddy Award for the third year in a row for our Partners in Achievement Program with Andrew Jackson High School. In the **Northwest Region**, Escambia County School Board selected Florida Combined Life as its new life insurance carrier.

TAKE NOTE

"Take Note" is a new section of *Blue on Blue* that will update employees on news that can be beneficial to them. This edition features the enhancements made to the **401K Salary Deferral Retirement Program** and how it provides tax savings and an excellent savings program for employees. Another savings program, the **U.S. Savings Bonds Payroll Savings Plan** is also discussed.

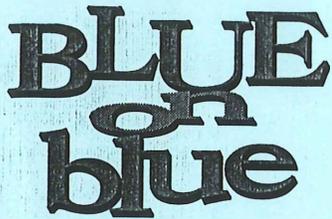
COMMUNITY SPOTLIGHT

The company sponsored the **March of Dimes WalkAmerica** early this spring with more than 350 employees participating across the state. BCBSF teamed up with the **American Red Cross** and produced a video and informational pamphlets to help communities survive disasters such as hurricanes, earthquakes and floods.

LOOKING AHEAD

The **Corporate Compliance Program**, which will provide policies governing employee conduct and establish procedures for employees to raise concerns or ask questions, is in the final stages of development and will be presented later this year. The company will sponsor the **Freedom From Hunger Food Drive** in July, and our **United Way Campaign** will kick off this August.

This edition of *Blue on Blue* ends with scenes from the Employee Appreciation Week held in February.



BCBSF VIDEO MAGAZINE

Observation Report
Second Quarter Blue on Blue 1994

Division/Department: _____ Date: _____

1. Please indicate to what extent you agree or disagree with the following statements:

Table with 4 rows of statements and a 10-point scale from 10 (Agree) to 0 (Disagree). Statements include: 'presents timely information', 'is interesting', 'gives adequate information', and 'informs me of the company's goals, policies, and products'.

2. Did you view the video as part of a two-way communications meeting? ___ Yes ___ No

3. Was the video discussed either prior to or after viewing it? ___ Yes ___ No

4. What was the most informative topic in the video?

5. Were there any stories in this edition you found to be of no value to you personally? ___ To the company as a whole? ___ If so, please name them.

6. What story ideas do you have for the next edition of Blue on Blue?

7. What is your overall rating of this edition of Blue on Blue?

Rating scale from 10 (Excellent) to 0 (Poor)

Please return to Carol Cox, Public Relations, RHOC 9T. Thank you for your response.