



BCBSF VIDEO MAGAZINE

Summary of Topics

Blue on Blue, Final Edition 1994

This edition includes events and activities occurring from the second through the fourth quarters of 1994. Here are some of the highlights:

In The News

The concept of **Corporate Direction** is introduced and discussed by Mike Cascone, Executive Vice President Private Business Operations. A general overview of its strategic importance and impact on the company is presented including a specific discussion on the company's "case for change." These changes which represent key areas will move us in the right direction and help us meet increasing customer demands and remain competitive in a rapidly changing marketplace. He also mentions the enabling strategy of **Reengineering** that focuses on aligning activities around processes rather than functions. Supporting comments are also offered by John Oetjen, Core Process Owner for Group and Member Acquisition.

Care Manager, a new point of service product, is also introduced and discussed by Robert Pralle, Vice President Corporate Accounts. This new product which offers broad access with a gatekeeper primary care physician is being developed and test marketed with Publix Supermarkets and will be available for rollout to the general public in early 1996.

Outlook on Reform

Carl Homer, Vice President Public Policy leads a **review of healthcare reform issues**, both state and national, and our activities related to those issues over the past year. He also discusses what we may expect from healthcare reform in 1995.

Regional Updates

The Southern Region was awarded the Metro-Dade contract which represents a 20% growth in their business. In the **Northwest Region**, Gulf Power of Pensacola has selected BCBSF/Health Options for their 1,800 employees. The **West Coast Region** reports that their HMO membership has topped 70,000 and in

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the **Central Region**, Florida Combined Life has acquired the Polk City School Board account, their second largest account.

Community Spotlight

BCBSF has again surpassed its goal for the annual **United Way Campaign** reporting a combined employee/corporate gift of nearly \$700,000. Tony Hubbard Chairman of the 1994 Campaign gives this report.

Take Note

Mary Wood, Vice President Corporate Compliance introduces the company's new business ethics and conduct program called "**Compass**," which will be rolled out to all employees during the first quarter of 1995. BCBSF's new **Employee Assistance Program** is described including services available and how to access this employee benefit. **The Silver-Well Workplace Award** received by BCBSF for providing quality health education and promotion programs for employees is also highlighted.

A Look Back

A **managed care/ workers compensation pilot program** has been developed by BCBSF and the Gulf Atlantic Management Group, and an **A or Excellent Rating** has been received by BCBSF and FCL from A.M. Best, an independent reviewer of insurance companies.

Short Cuts

The recent **Medicare & More** campaign that took place in Duval and Clay counties in Jacksonville was a tremendous success. We'll also look at the recently completed **renovations at the Home Office Complex and Freedom Commerce Center cafeterias** as part of an overall improvement effort by the Food Services Department and the **National Insurance Industry Award** received by the Mail Operations Department for excellence in mail processing and operations.

Close

Observation Report

Fourth Quarter Blue on Blue 1994

Division/Department: _____ Date: _____

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

Blue on Blue	Agree										Disagree											
...presents timely information.	10	9	8	7	6	5	4	3	2	1	0	10	9	8	7	6	5	4	3	2	1	0
...is interesting.	10	9	8	7	6	5	4	3	2	1	0	10	9	8	7	6	5	4	3	2	1	0
...gives adequate information.	10	9	8	7	6	5	4	3	2	1	0	10	9	8	7	6	5	4	3	2	1	0
...informs me of the company's goals, policies, and products.	10	9	8	7	6	5	4	3	2	1	0	10	9	8	7	6	5	4	3	2	1	0

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? 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?

<u>Excellent</u>										<u>Poor</u>											
10	9	8	7	6	5	4	3	2	1	0	10	9	8	7	6	5	4	3	2	1	0

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