

INTER OFFICE MEMO

Communications - 9T

TO: Susan Towler

DATE: 3/6/97

FROM: James Barnes

SUBJECT: June 1997 Monthly Report

I. OPERATIONAL RESULTS

Media Relations

Consult with Community and Government Relations Project team to develop plan to increase BCBSF local presence in Southern GBU

Developed talking points and holding statements in consultation with State Group negotiating team in Tallahassee to that ensure information shared with key internal and external stakeholders are appropriate and timely.

Provided communications leadership to the Wellness Classic planning team in the Central GBU to develop strategy and identify opportunities designed to increase awareness of BCBSF support of this annual event.

Prepared background information used by Oppel & Fairchild Communications to media train BCBSF executive staff.

In consultation with Health Care Services, Communications prepared press release and talking points highlighting our achievement of full NCQA Accreditation until the year 2000.

II. OPERATIONAL IMPROVEMENTS

III. ORGANIZATIONAL IMPROVEMENTS

Media Relations is reviewing materials that can be to assist employees in handling unsolicited media inquiries.

Attended BCBSF corporate orientation training.

IV. STAFFING

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V. BUDGET

None to report.

VI. FUTURE OPPORTUNITIES/PROBLEMS & CONCERNS/OTHER SIGNIFICANT EVENTS

- The availability of Medicare & More in Lee County will provide opportunity to promote BCBSF managed care capabilities. Media relations to prepare a press release that will be distributed to key media coverage area.
- NCQA accreditation will provide an opportunity to share third party endorsement of BCBSF quality and provide opportunities to reinforce positive brand messages about our products, services and policyholder equity. Media relations will arrange one-on-ones with key healthcare reporters at major dailies and business journals with the GBU senior vice presidents.
- Completion of 1996 Annual Reports will provide opportunity to communicate uniformly with media representatives about BCBSF business operations statewide. And, utilize information about illness management and other positive initiatives to generate story ideas using examples from sources in the 1996 Annual report.
- State group account will provide opportunity to reinforce BCBSF positive strategic messages and depending on outcome how the business will or will not manage with regards to state group business.

Other Significant Events

Key Deliverables for April

- Communicate whether or not BCBSF is retaking state group ASO account.
- Identify opportunities to highlight BCBSF full NCQA accreditation.
- Identify opportunities to favorably position Medicare operation in media.
- Distribute annual report to help create awareness of BCBSF programs and services.

News Story & Editorial Placements

State Group Account

Tallahassee Democrat
Jacksonville Business Journal
Florida Times-Union
Gainesville Sun

Health Options

Florida Underwriter
South Florida Business Journal
Jacksonville Business Journal

First Quarter Results

Florida Times-Union

Worker's Comp

Jacksonville Business Journal

Direct Access

Boca Raton News
Orlando Sentinel

ESRD

Public Sector Contracting Report

BCBSF International Guest Visit

Focus on Jacksonville Business - Chamber of Commerce publication

Medicare

WSUA 1260 - AM

Total News Stories: 14

Reporter & Editorial Board Briefings

Medicare

Beneficiary Education, WSAU 1260 - AM radio (Hugo Huapaya)

Provider audits, Medicare Compliance Alert (Robert Petty)

Mental Health Centers, Wall Street Journal (Lydia Rogers, Robert Petty)

Formularies

Drug policy, South Florida Business Journal (Ray Lowe)

Investigative Procedures

Coverage of PET, Health Technology Trends (Dan Lestage)

Coverage of VAX-D spine decompression technique, Jacksonville Business Journal (Nancy Whorley)

Physician Unions

Position inquiry, Interface Magazine, (Steve Jones)

State Group Account

Staff number, Florida Times-Union, (James Barnes)

Update, Gainesville Sun, (James Barnes)

BCBSF Technology

Knowledge-based software, Application Development Trends, (Carole Prentice)

Total Reporter Briefings: 10

Media Inquiries

State Group Contract

Simon Barker-Benfield, Florida Times-Union, sought human resource data

Phoebe Eliopoulos, Managed Care Week, status of negotiations

Elaine Reis, CONUS Communication, status of negotiations

Jim Witters, Jacksonville Business Journal, local economy impact

Doris Chandler, Gainesville Sun, status of negotiations

Managed Care

Susan Miller, South Florida Business Journal, drug formulary policy

Jeff Zbar, South Florida Business Journal, pervasiveness of healthcare technology

Cindy Wallace, Health Technology Trends, coverage of PET for lung cancer

David Volz, Interface Magazine, CHPAs

Rebecca Gainen, American Health for Women, quality questionnaire

Jim Witters, Jacksonville Business Journal, coverage of spinal compression procedure

David Volz, Interface Magazine, BCBSF feeling about physician unions

Katie Shepherd, Kiplinger's Personal Finance Report (TV), HMO portability

Elizabeth Harding, Application Development Trends, knowledge-based software application

Doris Chandler, Gainesville Sun, AED regulation

Fraud

Ian Trantz, Palm Beach Post, physician moving company overseas

John McKennon, Wall Street Journal (Tallahassess bureau), Medicare reimbursement for Community Mental Health Centers

Martha Oliveros, WSAU 1260 AM (radio), doubling of Medicare fraud

Medicare

Michael Peck, Medicare Compliance Alert, provider audits

Total Media Inquiries: 19

PUBLIC RELATIONS SUPPORT PROVIDED TO THE REGIONS
June 1997

GBU SUPPORTED	DESCRIPTION OF ACTIVITY
North E. Brodsky	<ul style="list-style-type: none">• Responded to several inquiries concerning state group account.•
Central P. Burchett	<ul style="list-style-type: none">• Assisting community affairs with Wellness Classic.
South Florida P. Jennings	<ul style="list-style-type: none">• In response to inquiry, arranged interview on Spanish-language radio program focusing on Medicare fraud.• Assisted government and community affairs with local presence initiative.
	<ul style="list-style-type: none">•
	<ul style="list-style-type: none">•