

**Employee Feedback on Profile-Marketing issue
12/18/97 publication**

Comment: This issue generated 13 responses. One lengthy response was typewritten and sent in a confidential internal envelope – and included the comments below re: mail distribution in the Marketing area. One, from Robert Stuart, was signed.

1. *This issue of Profile helped me better understand the structure and functions that are part of Marketing as a result of Organization Re-design.*

1	2	3	4	5
<i>Strongly Agree</i>	<i>Agree</i>	<i>Don't Know</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
7%	67%	13%	13%	

2. *What are your reasons for this rating?*

- I learned who the key people are for each segment (#1 = Strongly Agree)
- Too many points of view within my department have made this subject difficult to understand. Your approach clarifies certain aspects. Thanks (#1 = Agree)
- Nothing on Government Systems (#1 = Agree)
- -- easy to understand what the high level marketing org like
-- unclear how to decide 1~50, 51+ groups segment champion (by rating size, actual enroll or illegable group size?) (#1 = Agree)
- Very Informative (#1 = Agree)
- I couldn't relate how "segment champions" fit within the GBUs. It sounds redundant. (#1 = Don't know)
- What happened to the GBU VPs, national accounts, etc.? What about marketing activity under B. Davidson? Only with everything connected and interrelated can there be a clear picture of how BCBSF is facing the future in a coordinated fashion. (#1 = Disagree)
- This issue clearly pointed out what the Marketing Division set out to do to make it a lot easier to serve our customers. (#1 = Agree)
- Mktng (sic) is frontline w/customer & my job is behind the scene – it helps to know the Org. & what's going on up 'front' (#1 = Agree)
- The organization chart shows the structure. (#1 = Agree)
- After watching the back-forth, up-down plan/budget direction this year, how can any of us feel confident that we are a customer focused company? You cannot get enough dollars and effective, timely decision making or get products up and out the door; we don't have dollars for advertising; we don't have dollars for staff to make sales; etc. (#1 = Don't know)
- Although Well Written, The Descriptions of the Re-Design Are Vague And Subjective: "Simplified, Clarified, Focused And Broadened." The Re-Design Seems To Be A Broader, Wider Organizational Structure. Under It There Are More Layers of Management Between The Customers And The Decision Makers. And Now There Are More Decision Makers! (#1 = Disagree)
- Good issue, however, the GBU role in marketing is under emphasized; and therefore misleading. GBU Market Development is central to the reorganization, in fact. This is not as clear in the material as it could be. (#1 = Agree)
- Org Chart & segment information (#1 = Agree)
- Org Chart (#1 = Agree)

This is a
copy of the
original

10

10
10
10

3. *This issue of Profile was easy to read*

1	2	3	4	5
Strongly Agree	Agree	Don't Know	Disagree	Strongly Disagree
27%	60%		13%	

- Comment: Much Too Orwellian (#3 = Disagree)

4. *This issue of Profile had the right amount of information in it.*

1	2	3	4	5
Strongly Agree	Agree	Don't Know	Disagree	Strongly Disagree
7%	73%		7%	13%

5. *In your opinion, what would improve this issue?*

- Graphics
- Let sleeping dogs lie...your approach is GOOD!
- More information on Government Systems especially Florida Shared Systems.
- i.g. (sic) p. 3 Products are grouped as POS, HMO, insurance ?? senior products?? are unclear.
- More pictures – makes it easier to associate a name with a picture.
- Give real world examples of how this works.
- The organization continues to slice and dice itself into smaller and smaller pieces with more and more VPs. This Profile only shows part of Marketing. Why don't we see a full blown Org Chart with all VPs showing? Otherwise too many things remain unconnected.
- 1. Make Marketing employees aware of its existence; 2. Unfortunately, most (not all) of marketing secretaries do not distribute mail reading items.
- Show Me How the Re-design Will Work.
- Greater balance between GBU and Corporate views on marketing activities/responsibilities.
- Good as is.

6. *What information about implementation of Organization Re-design implementation would you like to see in future special issues of Profile?*

- 1. Info on Gov't Programs.
 - Senior Markets 65+ demog
- Not sure...
- Cover Government Systems!
- After 6 yrs of promised changes, this all sounds like all talk & hype. When are we going to see positive change on the frontlines?
- Please put the small pieces together to show the whole corporate puzzle.
- Just to be kept updated on progress
- I would like more information on future developments.
- It was curious that Jeanne Gilreath was quoted with regard to M.I.T. Project – the quote was interesting. Not sure if everyone understands that “it is the foundation to achieve our marketing goals.” Wonder why Jack Bradley VP Strategy or Jim Mose, MITP Director were not quoted.

- Member of the Board of Directors
- Board of Directors
- Board of Directors

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- More Details. Flow Charts of Accountability And Responsibility. There Seems To Be Alot of Redundancy And Cross-over.
- How about GBU *Sales? *Market Development? * Other Re-org. Issues?

