

PROJECT UPDATES

MEDIA RELATIONS

August 12, 1996

Second Quarter Financial Package

- Drafts completed; waiting for approval; on target to distribute on August 16

Healthy Kids Promotion

- Writing news release to announce contract in Northwest Region
- Sending information to Family Section of Florida Times-Union for possible placement at end of August

West Coast Advertorial

- Waiting for executive staff approval

Food Drive Publicity

- Drafted media advisory announcing company's results
- Planning company donation at Food Bank for Friday, August 16 with Publix and Northeast Region

Media Strategy Update

- Currently in process of formalizing strategy and developing matrix

Media Inquiries

- Inquiries are manageable at this point; no critical inquiries
- Florida Times-Union photographer going to BCBSF site on Tuesday, Aug. 13; Dan Thomas will work with photographer; story for August 26 in First Business

Workers' Compensation

- Receiving input from other staff members to revise draft of communications plan
- Drafted news release to announce product; waiting for review from Fred Irving

Workforce Preparation

- Revising fact sheet about WF Preparation program

Medicare SeniorFest

- Making reporter contacts for pre-event story placement
- Coordinating with agency on advertising purchases
- Working issues with Beneficiary Education as they arise

Medicare Fraud Partnership with FMA/FHA

- Met with Deb Adams to gather information
- Considering hiring Gerry Soud to manage project

Asthma/Diabetes Programs

- Received information from annual report writer on Duval and Clay county teachers
- Preparing fact sheet for story pitch to reporters in Northeast Region

Media Training

- Preparing for three days of media training week of August 19
- August 20: Medicare Beneficiary Education coordinator (I'll do training)
- August 21: 1/2 day with Chris Doerr and Fred Ryder; 1/2 day with Gary Myers of Workers' Compensation (Ken Fairchild is training)
- August 22: Ballot Initiative training with medical directors (Ken Fairchild)

Promotions/Appointments

- Waiting on approval of releases for South Florida on Armando Luna and two medical directors
- Planning to pitch Luna's promotion as story on S. Fla. Growth

Metro Dade

- Consulting with South Florida on open enrollment/health fairs
- Beginning booklet for county commissioners on BCBSF performance
- Researching CareData Health Plan Member Survey

Product/Network Introductions

- Following up on releases sent about BlueCare and Hendry County HOI expansion

Reengineering Projects

- Working with Tom Gniech on Datamation story placement