



MEDIA ADVISORY

*Distributed August 16, 2004
For August 19, 2004*

Contact: *Susan Towler, (904) 905-6803
Susan.Towler@bcbsfl.com*

High-Tech Medical Help for Low Income Patients Provided by Grant

Thursday, August 19 – 4:30 p.m.

What: The Blue Foundation for a Healthy Florida, Blue Cross and Blue Shield of Florida's (BCBSF) philanthropic affiliate, will present a two-year, \$74,445 grant to Lakeland Volunteers in Medicine. The grant will be used to fund laboratory and X-ray services needed to help volunteer physicians diagnose and treat medical conditions of uninsured Lakeland-area patients.

Who: Lakeland Volunteers in Medicine is a volunteer-run medical clinic that provides free primary medical and dental care to the working uninsured of Lakeland. Last year, the organization ordered about 8,500 laboratory tests.

The Blue Foundation grant funds will allow for the purchase of lab and X-ray services totaling nearly \$1.46 million in retail value over a two-year period, ensuring continuation of Lakeland Volunteers in Medicine's major goals: to help patients with chronic conditions such as high blood pressure and diabetes to effectively manage their conditions; to treat patients with acute illnesses; and to detect and prevent cancer.

Why: The Blue Foundation is dedicated to making a constructive contribution to the health and well-being of all Floridians — including the underserved and uninsured. The Blue Foundation's goals are a great match for Lakeland Volunteers in Medicine and its desire to provide medical laboratory services to the uninsured and underserved in the Lakeland area.

The Lakeland Volunteers in Medicine grant is one of nine, totaling \$514,105, that The Blue Foundation will present this summer to nonprofit health clinics and community outreach programs across Florida.

When: **Thursday, August 19 – 4:30 p.m.**

Where: Lakeland Volunteers in Medicine Clinic, 1021 Lakeland Hills Blvd., Lakeland, Fla., 33805, (863) 688-5846

Photo Opportunities: Several patients who have been helped by Lakeland Volunteers in Medicine will be on hand to share their stories. The Blue Foundation staff will present Lakeland Volunteers in Medicine officials with an oversized check.

Interviews: Lakeland Volunteers in Medicine staff, volunteers and patients will discuss issues of the uninsured and underserved in Florida. The Blue Foundation staff will talk about the work of Lakeland Volunteers in Medicine and why The Blue Foundation selected Lakeland Volunteers in Medicine's request for funding.