

Florida Blue



In the pursuit of health®



“Our strength as a company is our holistic approach to helping people and communities achieve better health.”
— Pat Geraghty





Distributed more than 130 million pounds of food through a network of 3,200 community- and faith-based organizations



BCBSF Foundation Embrace Promising Practices Grantee – Hebni Nutrition Consultants, Inc.

Parramore's Sunlife Grocery Store Makeover

Before



After



Corporate Social Responsibility

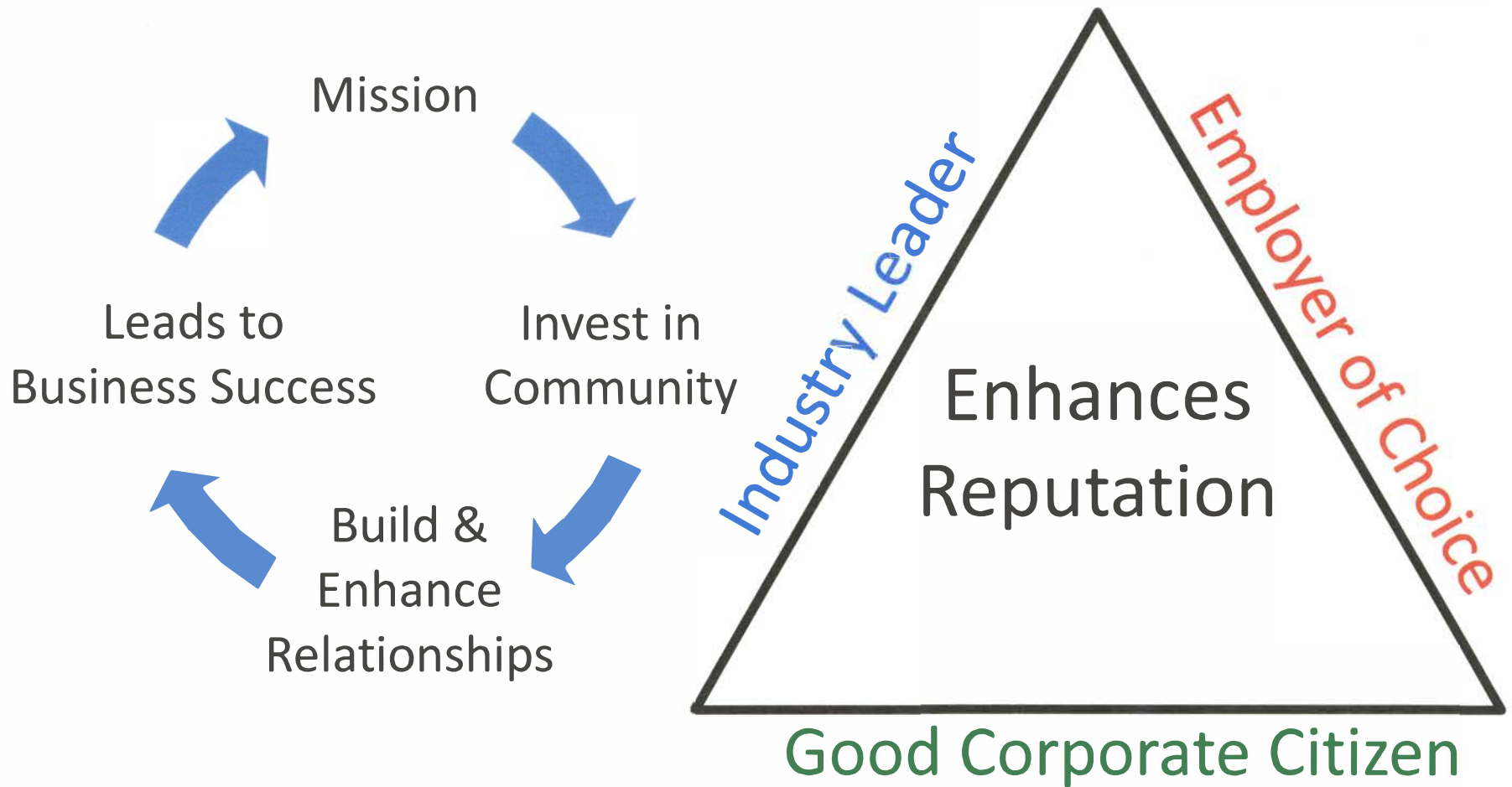
January 27, 2012



Defining Corporate Social Responsibility

- Mission, Brand, Values; Commitment to Diversity
- The way leadership thinks about, acts on and views the business
- Authenticity: Do our words and actions match?
- Mobilizing the company's assets to address social issues and support social well-being
- Reputation Institute CSR Index:
 - Citizenship: Does the company contribute positively to its surrounding community in a socially and environmentally responsible fashion? Is corporate reputation strengthened?
 - Governance: Is the company's business run in a fair and transparent fashion? Do stakeholders associate the company with high ethical business standards? Does it enhance financial performance?
 - Workplace: Are employees treated fairly and paid a decent wage? Does the company invest in developing employee skill sets and career opportunities? Are employees satisfied?

BCBSF's Community Strategy



Corporate Philanthropy Program



- Corporate Contributions
 - Events and Sponsorships
 - Quality of Life
- Employee Engagement
 - BlueCommunity Champions volunteers
 - United Way campaign
- BluePartners Community Investment Program



- Improving the health and well-being of Floridians and their communities
 - Access to Health Care
 - Consumer Health
 - Quality and Safety of Patient Care
 - Quality of Life
 - Health Care System

Measuring Success

- Brand and Image Reputation:
 - 79% of consumers have favorable corporate reputation image; 79% of BCBSF Customers agree we are socially responsible
 - Leading market share; highest awareness
 - 54% of consumers are aware of BCBSF's community support efforts
- Public Relations:
 - 40% positive media coverage focused on community programs
 - Facebook Communications Campaign: *PR News* CSR Award finalist
 - More than 65% of giving to diverse organizations
 - Positive relationships with key stakeholders (agents, providers, regulators, legislators, etc.); no adverse legislation in 10+ years

Measuring Success

- Demonstration of Community Leadership:
 - Co-lead for FL Campaign for the Future of Nursing
 - #1 donor to United Way Northeast Florida for 11 years; significant donor in 11 other markets
 - BCBSA Corporate Responsibility Advisory Group
- Employee Engagement:
 - 2011 Employee Survey results: 89% employees favorable toward BCBSF's CSR strategies
 - Employees participated in 120 volunteer team building opportunities in 2011
 - Nine Employee Resource Groups; 12 Diversity Business Councils

Measuring Success

- Community Impact:
 - 2,000 nursing scholarships awarded; 200/year in perpetuity
 - 5,000 children get dental care with Bay County “Miles of Smiles” mobile dental unit
 - 140,000 children received eyeglasses through Florida Vision Quest
 - 10,000+ school children learn healthy lifestyles and eating habits through Embrace
 - 4 community gardens and 18 school gardens installed and maintained
 - 100 childcare centers received “Healthy Habits for Life” curriculum for healthy eating and physical activity
 - Asset mapping complete in 6 communities to understand factors impacting food and recreation access
 - FL food banks distributed more than 130 million pounds of food through a network of 3,200 community- and faith-based organizations
 - 93% of Sapphire Award recipients said recognition enhanced their ability to improve community health/access

2012 Areas of Focus

Citizenship:

- Continue strategic grant-making through the BCBSF Foundation
 - Focus 80% of grant funding to program focus areas
- Increase number of visitors to community health events
 - 2011: 100,000; 2012: 150,000 event visitors

Workforce:

- Enhance employee engagement and volunteerism
 - 2011: 120 volunteer events; 2012: 132 volunteer events

Governance:

- Proactively build and position BCBSF's reputation leadership
 - Annually convene diverse stakeholders to discuss community health
- Facilitate strong relationships with state-wide media to demonstrate our commitment to the public good
 - Increase media coverage of community outcomes by 15%

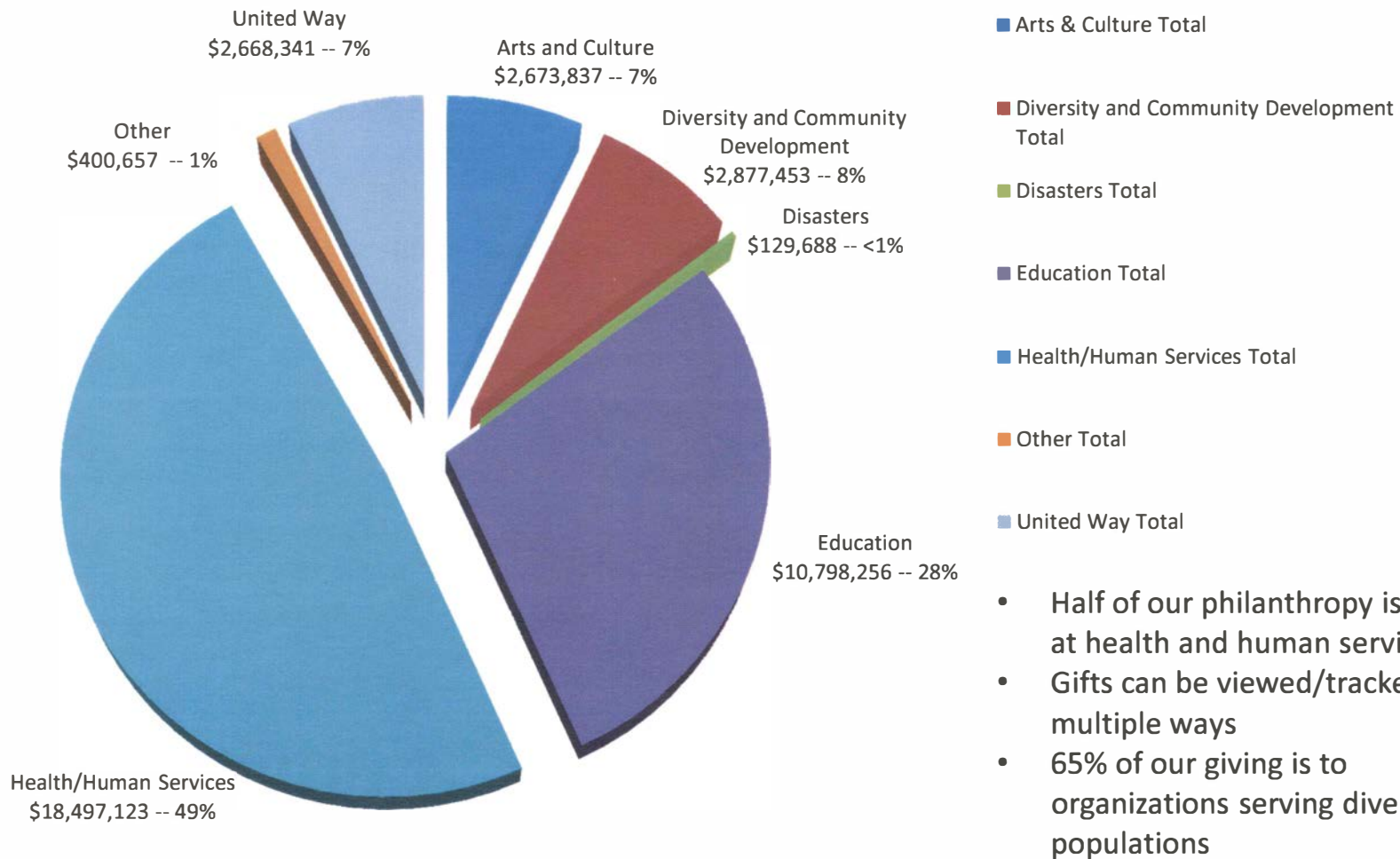
Our greater commitment to the public good



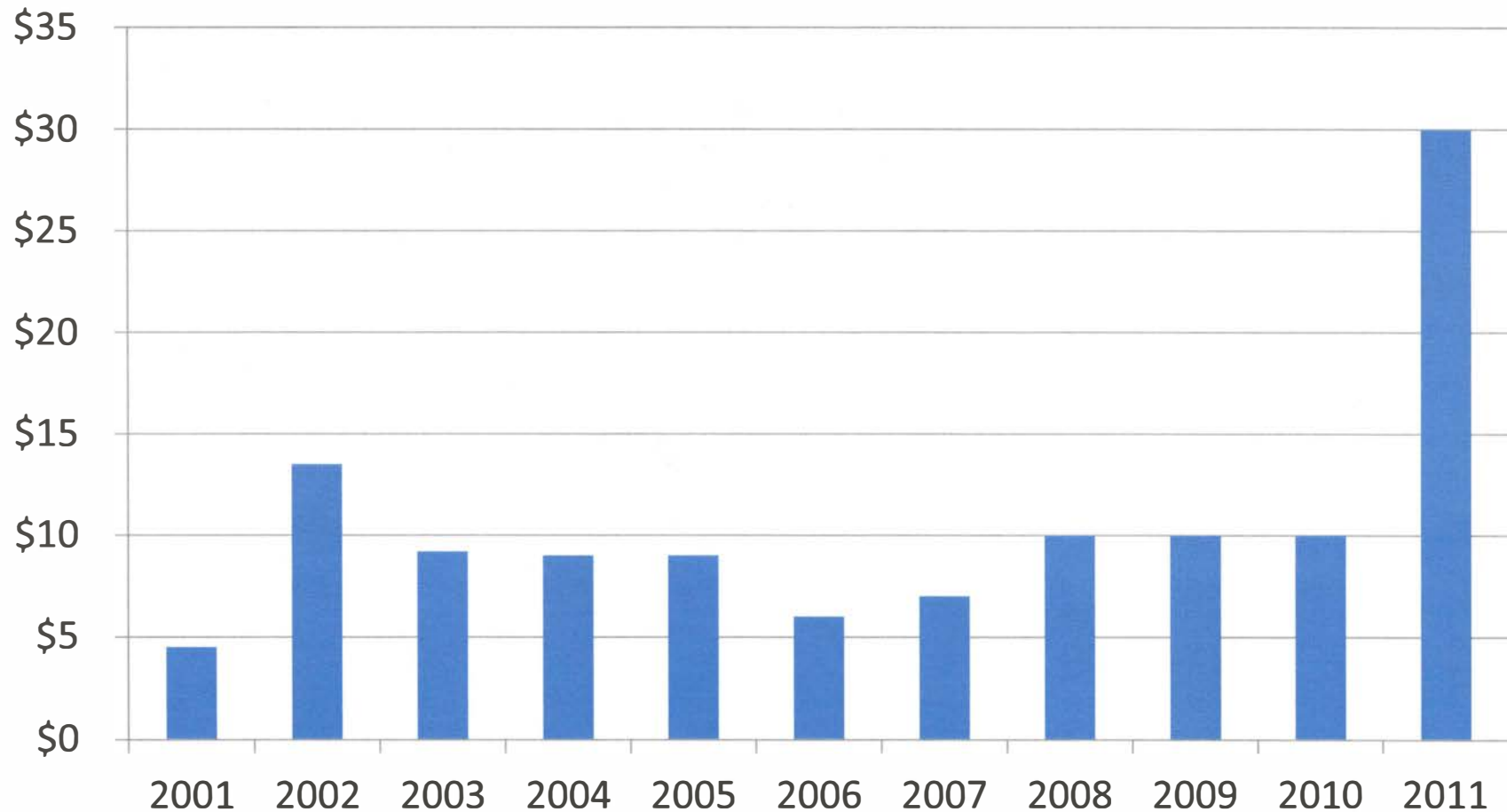
Background Materials

- Chart of historical giving by sector
- Contributions from BCBSF to the Foundation
- Foundation Grants Awarded

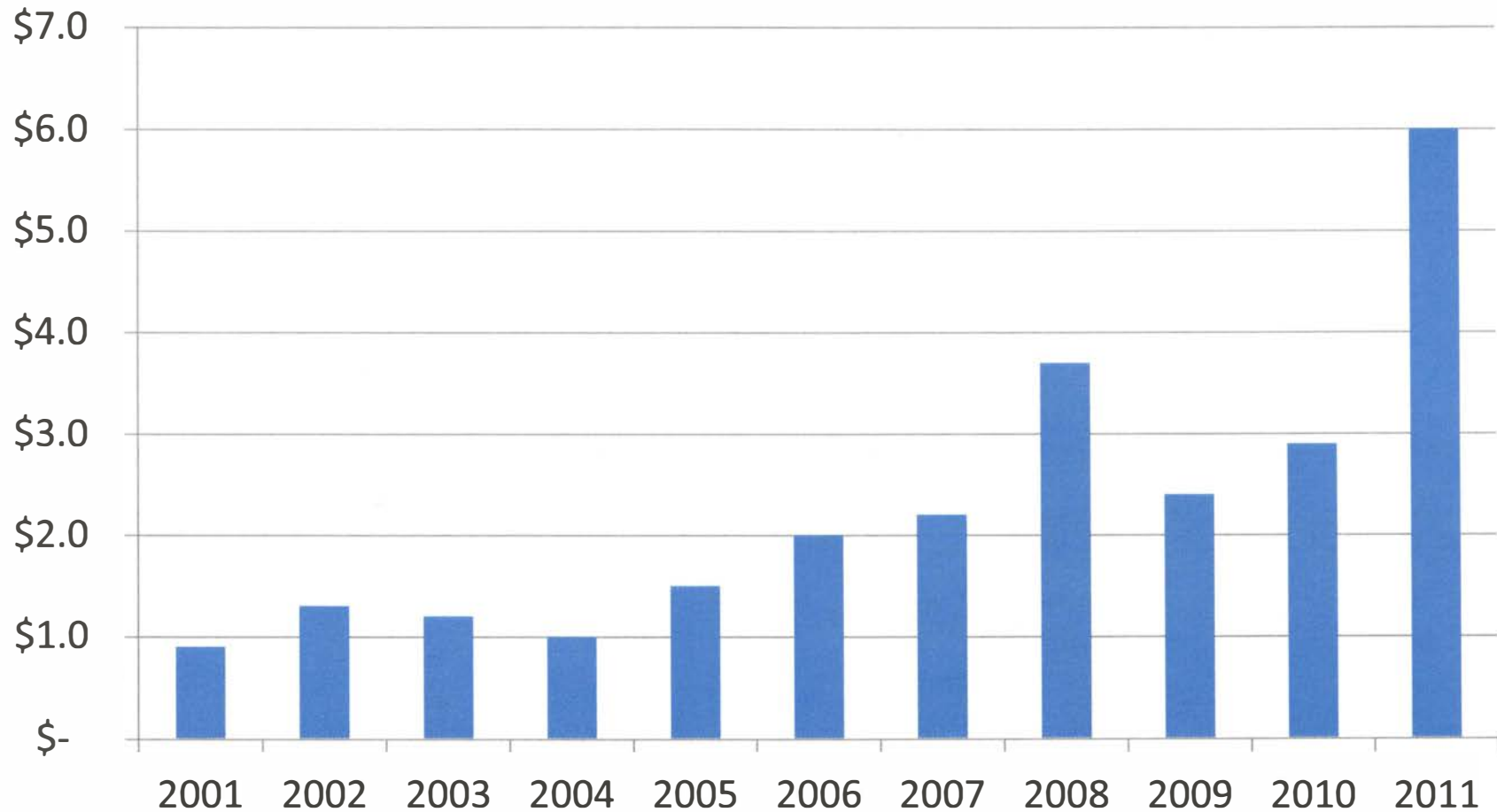
2007-2011 Charitable Gifts by Program Area (Corporate Giving and the BCBSF Foundation)



Contributions from BCBSF to the Foundation



Foundation Grants Awarded





Corporate Social Responsibility

November 13, 2012

Florida Blue 
In the pursuit of health

Corporate Social Responsibility at Florida Blue

Corporate Social Responsibility at Florida Blue is driven by our mission, vision and values.

- We are committed to excellence in our workplace, business practices and corporate citizenship.
 - Workplace: We respect our employees and strive to be a great place to work.
 - Business Practices: We run our business with integrity and the highest ethical standards.
 - Citizenship: We contribute positively to our communities in a culturally, socially and environmentally responsible manner.



2012 Successes Workplace

A young woman with long brown hair and bangs is smiling broadly and giving a thumbs-up gesture. She is wearing a light-colored, possibly white, sweater. The background is a blurred office setting with other people and bright lighting.

Employee Engagement

Great Places to Work Employee Survey

- Created a valuable baseline
- 76% participation

Employee Wellness

Corporate Wellness Program

- Completed annual employee personal health assessments



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- First Coast Worksite Wellness Council
Jacksonville Healthiest 100 Gold Award
 - Minority Business Development Agency
Business Center Supplier Diversity Award
 - Inaugural Blue Community Champion of the
Year Award
 - Nine Employee Resource Groups
 - 12 Diversity Business Councils



Good Health Club Back-to-School Children's Health Fair

- Childhood obesity and wellness program to improve the health of children ages 6-11
- Program kick off – summer health fair for employee's children held on campus
 - Back-to-school physicals provided
 - Educational games on nutrition and exercise
 - Cooking demonstrations
- Future plans for program expansion in development

2012 Successes Business Practices

IN THE MEDIA



The New York Times

WALL STREET JOURNAL

Business Insurance

Orlando Sentinel



The Miami Times
INTEGRITY | INSIGHT | INFLUENCE

The Florida Times-Union

The Washington Post



The Palm Beach Post



Industry Leader

- BCBSA 2012 Best of Blue Award Winners
 - Outstanding Community Legal Education / Pro Bono Legal Service Award
 - Compass ProgramSM Training & Communication
 - Medicare Fraud Strike Force

2012 Best of Blue Award



Medicare Fraud Strike Force

- Prevented \$6.4 million of billed charges from being paid
- As a result of Florida Blue's cooperation, the Department of Justice was able to charge 107 individuals for \$452 million in false billing

2012 Successes Citizenship

BCBSF FOUNDATION

EMBRACE initiative: Awarded \$1 million in promising practice and application research grants

Generation RN: 2,000 nursing scholarships awarded; 200/year in perpetuity

IMPACT: 5,000 children get dental care with Bay County “Miles of Smiles” mobile dental unit

Quality of Life: 100 childcare centers received “Healthy Habits for Life” curriculum for healthy eating and physical activity

BCBSF FOUNDATION



SAPPHIRE
A W A R D

The Blue Cross and Blue Shield of Florida Foundation presented \$360,000 in grants to eight honorees

93% of Sapphire Award recipients said recognition enhanced their ability to improve community health/access

Honorees:

- Dr. Charles Mahan
- Josephine Mercado
- Richard Moss
- Teen Xpress
- Cared Vision Program
- Primary Care Access Network
- PACE Center for Girls
- Life Management Center for Northwest Florida

COMMUNITY IMAGE

Brand and Image Reputation:

- 76% of consumers have a favorable corporate reputation image of Florida Blue
- 67% of Florida Blue customers agree we are socially responsible

Awards and Recognition:

- CEO Cancer Gold Standard™ accreditation
- American Heart Association's Fit Friendly Gold Award

COMMUNITY IMPACT

No. 1 donor to United Way of Northeast Florida for 13 years; significant donor in 11 other markets





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