



## NIHCM Webinar

Presented by:

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Reform,  
Blue Cross and Blue Shield of Florida

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Public Policy



BlueCross BlueShield  
of Florida

An Independent Licensee of the  
Blue Cross and Blue Shield Association



## Blue Cross and Blue Shield of Florida

- **Mission-driven and customer-focused, BCBSF is a not for profit mutual insurance company based in Jacksonville, Florida.**
- **BCBSF employs approximately 8,500 people and maintains 14 offices throughout the state of Florida.**
- **BCBSF and its family of subsidiaries serve more than 8.6 million people.**
- **In its health business, BCBSF serves more than four million members, a 30 percent share of the overall Florida health insurance market.**
- **In 2006, BCBSF welcomed more than 307,000 new members and experienced a consolidated customer retention rate of 92.6**

*“Focused primarily on the health industry, delivering value through an array of meaningful choices”*



## Florida Blue Retail Store

- Consumers often have more information about automobiles and televisions than they do about health care plans.
- Florida Blue -- Where you can get personal, professional advice and service for your health care needs.



- Retail focus to demystify process of obtaining health insurance
- Bilingual customer advocates
- South Florida store to open soon

*"Customers, our reason for being; Employees, our most valued resource for our customers."*



## Florida Blue Tour



- Mobile marketing vehicle -- The Florida Blue Tour launched in 2007.
- Reinforces commitment to provide quality health care solutions at affordable prices
- Recent stop included a family festival celebrating one of Florida's many Spanish-speaking communities
- Agreement with the state to use the bus as a "command center" to coordinate disaster response efforts



*"Our corporate beliefs call for a much greater commitment to the public good."*



## Lower-cost products: BlueOptions



- **BCBSF mission: Providing affordable products and services to improve health care for Floridians**
- **Retaining members who find it increasingly difficult to afford health care**
- **Suite of lower-cost BlueOptions health plans launched in 2006, especially tailored to small business and individual market**
- **Averaging 50 percent lower than our most popular conventional plan**
- **Plans designed to protect families from financial disaster in case of serious illness or injury**

*“Our purpose requires working for public policy that enables affordable products and services.”*



## Cultural Competency

- **Multilingual Contact Center – dedicated call center staffed by bilingual representatives ready to answer questions in Spanish, French, Creole, Russian and Portuguese**
- **Online tools in both English and Spanish such as the provider directory and MyBlueService, a customer self-**



- **For Florida's Health – Online list of resources available in English and Spanish to assist those without insurance**
- **Six employee networking groups and 17 diversity business councils improve ability of BCBSF employees to understand the health needs and perspectives for all populations**

*“Our Values: Diverse and culturally competent.”*



# The Blue Foundation for a Healthy Florida

- **Mission: To enhance access to quality health-related services for Floridians, particularly the uninsured and underserved.**
- **Partners with community leaders to recognize and support strategies and innovations that advance the health and well-being underserved and uninsured Floridians**
- **Total grants to date:  
133 totaling \$7,524,839**
- **Grants to increase children's health access:  
36 totaling \$1,972,826**



The Blue Foundation FOR A HEALTHY FLORIDA

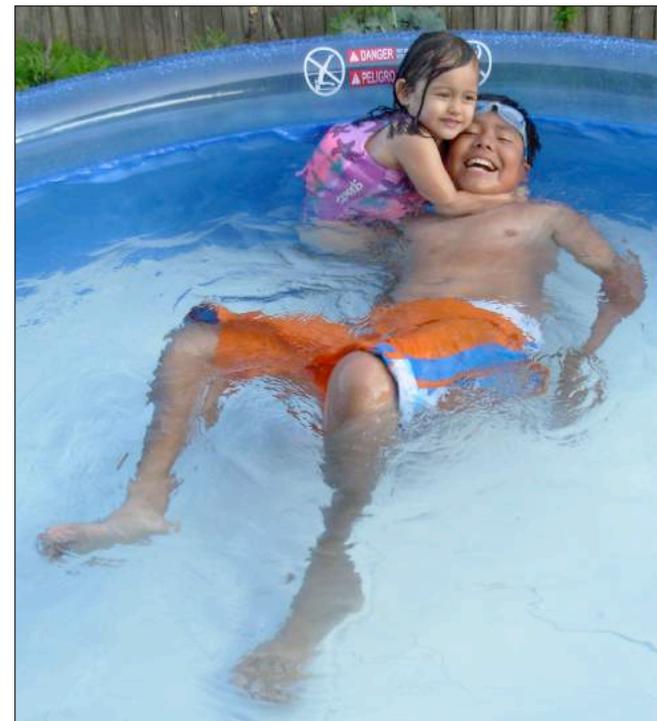


The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.



## Florida Healthy Kids

- **Healthy Kids -- a quasi-public organization providing affordable health insurance to more than 200,000 Florida children**
- **BCBSF administers program in 19 Florida counties, providing coverage for more than 15,000 children**
- **Based on family size and income, reduced monthly premiums are \$15 or \$20 for family coverage**

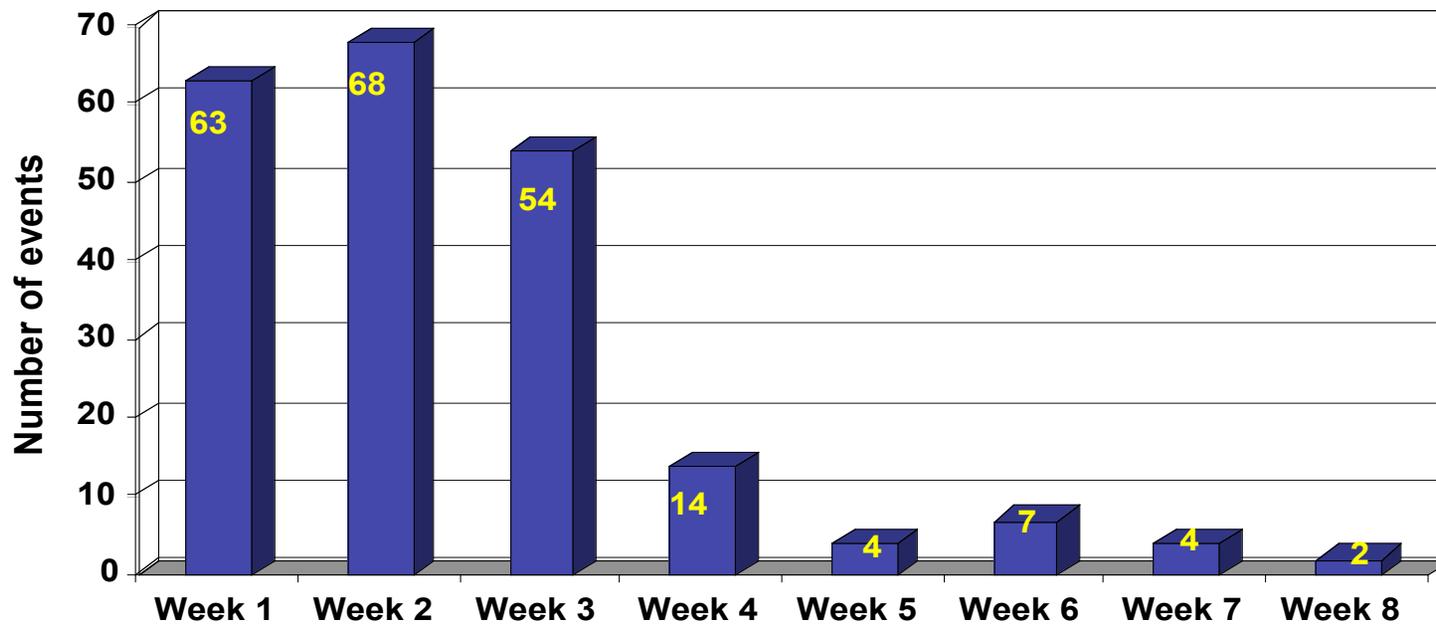


*"BCBSF has a unique role in advancing the health and well-being of Florida's citizens."*



# Florida Covering Kids & Families Coalition

## Back-to-School Events in Florida



Week 1: July 28-Aug. 4; Week 2: Aug. 5-11; Week 3: Aug. 12-18; Week 4: Aug. 19-25; Week 5: Aug. 26-Sept. 1; Week 6: Sept. 2-8; Week 7: Sept. 9-15; Week 8: Sept. 16-22; Week 9: Sept. 23-29; NOTE: Three events during the month of October

Source: Florida Covering Kids & Families Coalition, St. Petersburg, Fla.



## Wrap-up

- Outreach through retail store and mobile marketing vehicle
- Lower-cost products: BlueOptions
- A culturally competent organization
- Effective administration of children's health insurance program
- Questions



*“Our Values: Open, honest, ethical, respectful.”*