



NIHCM Webinar

Presented by:

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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

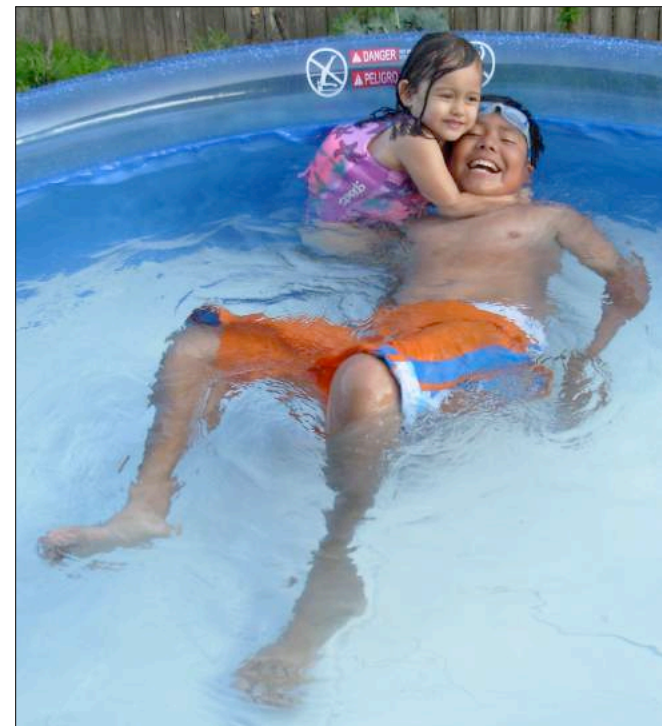


The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.



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**

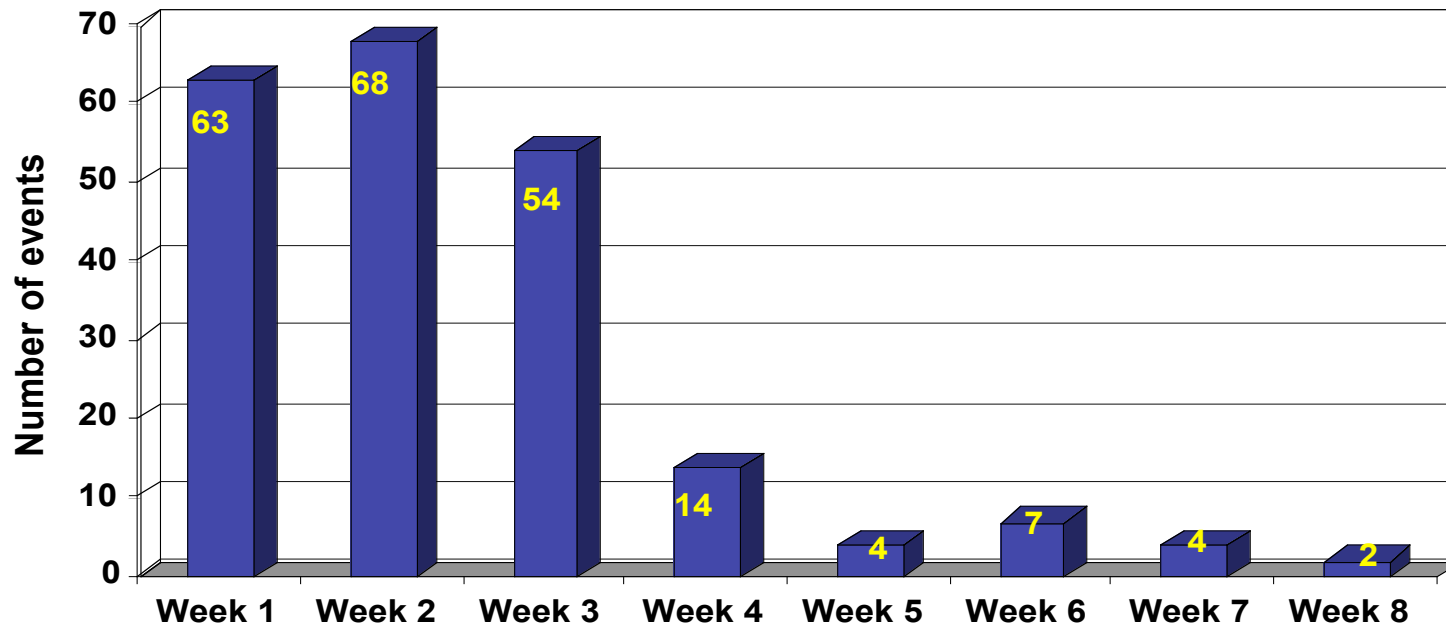


"BCBSF has a unique role in advancing the health and well-being of Florida's citizens."



Florida Covering Kids & Families Coalition

Back-to-School Events in Florida florida covering kids™ & families



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.”