



2007 COMMUNITY RELATIONS REPORT



LEADING
THE WAY TO
BETTER HEALTH



LEADING THE WAY TO BETTER HEALTH

BlueCross BlueShield of Tennessee is truly a mission-centered company, giving us the flexibility and responsibility to support the health and resource needs of communities, organizations and individuals across our state. As a not-for-profit organization, we distinguish ourselves in the marketplace because of our ability to address Tennessee's health priorities and goals in a unique way that aligns our efforts with the specific needs of the communities and residents we serve.

Tennessee faces serious health concerns. We rank 47th in terms of overall health status. We're the sixth most obese state in the nation. Prescription drug use is near the top and we have the additional burden of having the third highest rate of infant mortality. All of these we see as our responsibility to address and assist on multiple levels – raising awareness, funding support, and driving positive change.

2007 was a significant year for our corporate giving and support efforts. Our corporate outreach through our controlled affiliates, the BlueCross BlueShield of Tennessee Community Trust and the BlueCross BlueShield of Tennessee Health Foundation, plus our in-kind giving and employee volunteer support resulted in more than \$4.8 million in financial support benefiting more than 250 organizations throughout the state.

From our multi-million dollar grants to support maternity health programs in Memphis to our ongoing support of the BlueCross Healthy Living Expo in Knoxville, we work every day to improve and sustain an environment of good health – and bring about real change in the lives of Tennesseans.

Calvin Anderson
Vice President
Federal and Community Relations

Vicky Gregg
President and
Chief Executive Officer

Children's health and an early start on preventive care is a key funding focus of the Tennessee Health Foundation.



CREATING A HEALTHIER TENNESSEE

Bettering the health of Tennesseans now and in the future is the central commitment of outreach initiatives, corporate sponsorships, foundation support and volunteer programs at BlueCross BlueShield of Tennessee.

In 2007, the company contributed more than \$4.8 million in financial support, in-kind giving and volunteer efforts to more than 250 organizations and community event initiatives. Key giving channels include the BlueCross BlueShield of Tennessee Health Foundation, the BlueCross BlueShield of Tennessee Community Trust, and the corporate outreach and awareness programs that work to change lives and lifestyles in support of better health.

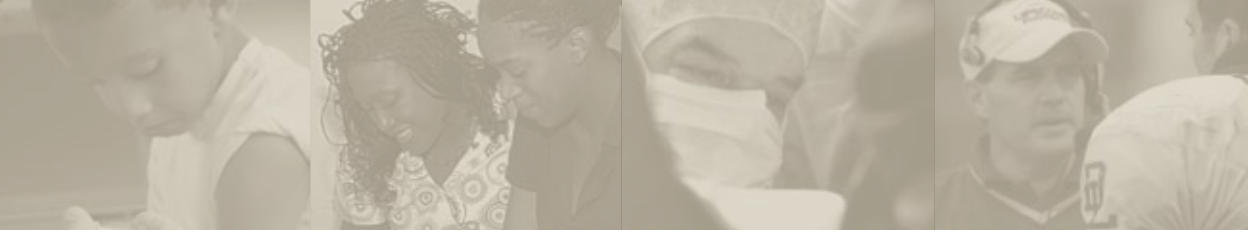
The impact of BlueCross BlueShield of Tennessee – and its value to communities across the state – extends far beyond products and services, as we believe in and deliver solutions that:

- Encourage and improve an individual's health and wellbeing
- Educate families and communities with vital health information to change and improve lives
- Support quality, affordable care for the uninsured and underinsured
- Enable leading-edge research to advance new treatments and care
- Give hands-on volunteer support to community programs that create a positive impact in homes and neighborhoods
- Address the state's need for a healthier Tennessee – now and for the future



"We appreciate all the donors, volunteers and those who came to get shots on Flu Shot Saturday. The event serves two purposes. It helps prevent people from getting the flu, and it raises money for the Empty Stocking Fund."

Dr. Charlie Barnett
– Knoxville physician



HOW WE GIVE

BlueCross BlueShield of Tennessee Health Foundation

The BlueCross BlueShield of Tennessee Health Foundation was established in December, 2003 as a 501(c)(3) foundation. Organized to promote the philanthropic mission of BlueCross BlueShield of Tennessee, the Tennessee Health Foundation awards grants focused on high-impact initiatives across the state that promote healthy lifestyle choices and help control health care costs for all Tennessee residents. Working with civic and economic partners, the Tennessee Health Foundation is dedicated to supporting research, innovative programs and creative approaches to improve the health and quality of life of Tennesseans for generations to come.

The Foundation is committed to enhancing quality of life by awarding grants to improve health, public education and economic development for Tennesseans. In 2007, approximately \$2.4 million was awarded in grants in support of:

- Children's Health
- Patient Quality and Safety
- Addressing the Uninsured
- Health Care Workforce Need



BlueCross BlueShield of Tennessee Community Trust

Since its founding in 1945, BlueCross BlueShield of Tennessee has been committed to serving our state, its communities and residents. As neighbors helping neighbors – corporately and individually – our commitment to good corporate citizenship is a part of everything we do.

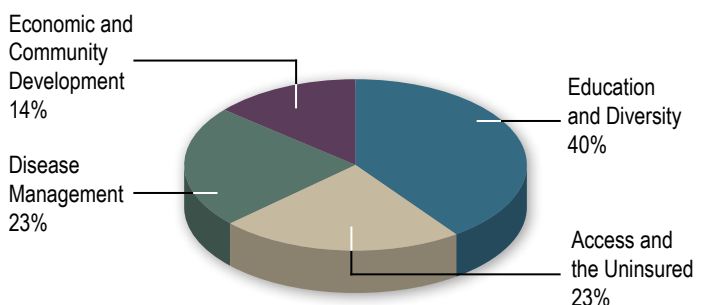
As a charitable foundation licensee, the BlueCross BlueShield of Tennessee Community Trust has a mission to support the communities we serve through charitable giving to those programs that enhance and emphasize healthy living, health care access and quality of life for all. The Trust was formed in 1999 and began operation in January 2000 as a social welfare organization in accordance with 26 U.S.C. 501(c)(4).

In 2007, the BlueCross BlueShield of Tennessee Community Trust contributed more than \$450,000 to more than 100 charitable organizations throughout the state of Tennessee.

Our priority is to support the communities we serve with a focus on:

- Access to Care/the Uninsured
- Disease Management – Prevention and Early Detection
- Education, Diversity and Disparities
- Economic and Community Investments

**BlueCross BlueShield of Tennessee Community Trust
2007 Contributions**



The Blues Project in Memphis, funded by the Tennessee Health Foundation, promotes healthy outcomes for at-risk mothers and their infants.



OUTREACH & VOLUNTEER INITIATIVES

BlueCross BlueShield of Tennessee is the state's oldest and largest not-for-profit health plan, serving nearly 3 million Tennesseans with quality health care products, health improvement programs and services. As an organization, we work to improve and sustain an environment of good health with outreach activities, health education programs, sponsorships and volunteer efforts that support better health, education, access to care and quality of life in all our Tennessee communities. Collaborating with community leaders, charitable organizations, civic organizations and our government leadership has helped create positive change in the communities we serve – building a healthier and brighter future for all.

With offices in Chattanooga, Memphis, Nashville, Knoxville, Jackson and Johnson City, we have more than 4,500 employees – many of whom dedicate their personal time, talent, and financial resources to improve physical, social and emotional needs in their communities. Many of our employees serve on local boards of directors, coordinate community projects, and participate in company-sponsored outreach events. These efforts are captured and acknowledged through our internal publications and by individual recognition. In 2007, our employees volunteered more than 51,000 hours of personal time to help improve the health and well being of our communities and their residents.

We believe that through education and awareness, targeted financial support and our volunteers, we create vital connections between better choices and better health and make a positive impact on individual lives and families. We are extremely proud of the many hours our employees donate to their communities and the success of our outreach efforts.

TENNESSEE HEALTH FOUNDATION GRANTS

As of December 31, 2007, the BlueCross BlueShield of Tennessee Health Foundation, which began grant distribution in 2005, has bestowed grants of more than \$7.4 million across all regions of Tennessee. With a focus on children's health, patient quality and safety, addressing the uninsured, and health care workforce need, more than \$2.4 million in grant support was distributed in 2007.

Tennessee Hospital Education & Research Foundation, Nashville – \$917,200

Tennessee Center for Patient Safety

Promoting Innovations of Care for the Uninsured

In September, the Foundation supported the Tennessee Hospital Association's launch of the new Tennessee Center for Patient Safety, the culmination of nearly two years of strategic planning to accelerate efforts for patient safety and quality improvement. Remarkable results out of Memphis and Knoxville already show improved patient safety measures and a significant reduction in certain adverse health events, such as ventilator-acquired pneumonia. The Tennessee Center for Patient Safety received a three-year grant from the Foundation of more than \$900,000 to launch this significant and ambitious program.

Tennessee Graduate Nursing Loan Forgiveness Program – \$700,000

Tennessee Center for Nursing

Addressing Health Care Workforce Needs

In January, the Foundation awarded a \$700,000 matching grant to support the state's Graduate Nursing Loan Forgiveness Program, directing \$1.4 million to pay for scholarships for registered nurses to earn graduate teaching degrees in nursing. With the scholarship, nurses earning a graduate degree are expected to teach for four years in a Tennessee undergraduate nursing studies program. Expanding the nursing faculty will relieve immediate teaching shortages and continue to encourage and promote qualified nurses into the care delivery system to address the nursing shortage there, as well.



"The establishment of the Tennessee Center for Patient Safety is a watershed moment in our state's health history. It will be an important step toward improving the reliability, safety and quality of care received by patients in Tennessee hospitals."

Vicky Gregg

– President and CEO, BlueCross BlueShield of Tennessee

Foundation funding for the new Tennessee Center for Patient Safety supports accelerated hospital patient safety and quality improvements efforts.



University of Tennessee Health Science Center – \$682,497

The Blues Project

Fighting Infant Morbidity and Mortality

In 2007, the University of Tennessee Health Science Center and BlueCross BlueShield of Tennessee extended their collaboration on The Blues Project, a clinic- and home-based social intervention program to positively affect health outcomes for at-risk mothers and their babies. The project addresses the fact that:

- Memphis has the highest infant mortality rate among the nation’s 60 largest cities
- In Memphis, the infant mortality rate is 17.4 babies per 1,000 live births among African-Americans versus the U.S. infant mortality rate of 7.1 babies per 1,000 live births
- In addition to the impact on families, health care costs can be 15 times higher for babies born prematurely and on through their first year of life

BlueCross BlueShield of Tennessee funded Phase I of the project from May 2004 through December 2006, with corporate contributions of \$1.7 million over two years. Phase II will be funded by the company’s Tennessee Health Foundation with \$682,000 over three years. In addition to the financial support, BlueCross BlueShield of Tennessee is working to increase awareness of the infant mortality crisis in Memphis and help educate the community on what can be done to positively affect the lives of these at-risk children and their young mothers. The Blues Project aligns with the overall mission of the BlueCross BlueShield of Tennessee Health Foundation by addressing health care access and health disparities among minority populations while mitigating health care costs.

In 2007, 18 of the 20 women enrolled in The Blues Project gave birth to full-term babies. Only two were delivered early, but went home doing well. The program recruits women to go through pregnancy together, so that the group prenatal appointments become a way to provide social and practical support along with health information and prenatal care.



“Every person AIM diverts from homelessness reduces his or her use of other more expensive emergency interventions and publicly funded services, estimated nationally at 12 percent cost savings. Every person AIM diverts from institutional care or jail provides significant cost savings for area taxpayers.”

Bonnie Currey
– President, AIM Center

Foundation funding for Chattanooga's AIM Center helps provide psychiatric rehabilitation services for area residents sixteen and older.



AIM
CENTER

TENNESSEE HEALTH FOUNDATION GRANTS

Le Bonheur Children’s Medical Center, Memphis – \$338,000

Fit Schools Programs

Addressing Childhood Obesity in West Tennessee

A Foundation grant to Le Bonheur Children’s Medical Center supported the launch of a new community health initiative to improve the overall health of children. The three- to five-year “Fit Schools” program focuses on four West Tennessee school districts to promote good nutrition and increased physical activity in an effort to decrease childhood obesity.

Knoxville News Sentinel Charities, Inc. – \$60,000

Free Flu Shot Saturday

Promoting Patient Quality and Safety

Flu Shot Saturday is the biggest annual fundraiser for the News Sentinel’s Empty Stocking Fund, which provides Christmas food and toys to thousands of needy families in Knoxville. In 2007, vaccinations were given to 7,617 people – 265 more shots than in 2006. This event not only raised \$43,900 to provide food and toys to needy families in the area, but also carried through on the Tennessee Health Foundation’s mission for patient quality and safety by providing preventive care.

Fortwood Center, Inc., Chattanooga – \$50,000

Mental Health Service Expansion for Children and Adolescents

Supporting Children’s Health and Wellness

The Fortwood Center is a nonprofit organization that provides treatment for Chattanooga and Hamilton County residents with mental illness or emotional problems. Last year the Fortwood Center treated more than 1,300 children with mental health problems. A grant from the BlueCross BlueShield of Tennessee Health Foundation assisted in expanding care and services to area children with mental health issues.

Baptist Memorial Health Care Foundation – \$32,000

Carroll County

Targeting Childhood Obesity

Baptist Memorial Hospital-Huntingdon received a \$32,000 grant from the Tennessee Health Foundation to fund Baptist Huntingdon’s Targeting Childhood Obesity program. The grant will be disbursed during the next two years. Targeting Childhood Obesity will work with the Carroll County school system to educate approximately 600 sixth graders about proper nutrition, exercise and the importance of living healthy lifestyles.

Reducing the rate of infant mortality and assuring a healthier start toward a bright future are goals of support from BlueCross BlueShield of Tennessee.



Sponsoring regional health fairs increases health awareness and promotes healthy lifestyles for families and communities.



OUTREACH CONTRIBUTIONS

In 2007, the BlueCross BlueShield of Tennessee Community Trust contributed more than \$450,000 to more than 100 charitable organizations throughout the state of Tennessee. Our priority is to support the communities we serve with a focus on access to care/uninsured, disease management, disparities and diversity, and education and community investments.

ACCESS TO CARE

Uninsured Health Care Best Practices Forum Addressing the Under- and Uninsured in Tennessee

As Tennessee launched new programs to expand health care coverage for its citizens, the state's health care community came together in Nashville in April to discuss ways to increase the number of insured persons and provide free or reduced-cost care to those without coverage.

In 2007, in observance of Cover the Uninsured Week, the BlueCross BlueShield of Tennessee Community Trust sponsored the third annual statewide Best Practices Forum on Uninsured Health Care, designed to address potential ways to care for the uninsured within Tennessee's volunteer health care clinic arena.

Featured speakers and panelists for the Best Practices Forum on Uninsured Health Care included Commissioner Susan R. Cooper, Tennessee Department of Health; Janet Ohene-Frempong, president of J.O. Frempong & Associates; Ann Scales, senior manager, industry relations for Shared Health; and Doug Fluegel, Tennessee 2-1-1 director, United Way of Metropolitan Nashville.

OUTREACH CONTRIBUTIONS

VOLUNTEER-BASED CLINICS

The Church Health Center opened its doors on September 1, 1987 in Memphis and currently provides care for more than 50,000 patients of record. It has become the largest clinic in Tennessee providing quality, affordable health care for working uninsured people and their families.

BlueCross BlueShield of Tennessee has assisted the Church Health Center with The MEMPHIS Plan billing, ID card printing and accounting functions since its inception in 1991. The MEMPHIS Plan is a health care program for the working uninsured and low-wage, self-employed with 3,774 participants as of December 2007. The program is a health delivery arrangement approved by Tennessee statute. As a Gift of A Week, the BlueCross BlueShield of Tennessee Community Trust contributed \$10,000 to assist the clinic with serving the uninsured. The Trust also contributed to volunteer-based clinics serving the under- and uninsured in Nashville, Gallatin, Knoxville and Johnson City.

Health Access America

Healthcare Leadership Council's new initiative, Health Access America, has the goal to get more people covered with either private or public insurance. The program is focused on building partnerships that will help target minorities, small businesses and children to raise awareness and increase enrollment in both public and private coverage programs. Communities benefit whenever more people have access to existing coverage resources, leading to better health through preventive care.

Success as of September 2007:

- 125 events
- 3,858 attendees
- 4,070 enrollees
 - 2,332 private
 - 1,738 public
- 52 partners
- attendees getting coverage
 - 43% public
 - 57% private

OUTREACH CONTRIBUTIONS

The Buddy Walk

One of every 10 American families has a member with an intellectual disability. It is estimated that there are 178,643 Tennesseans with intellectual disabilities, with 8,250 currently receiving services and support. The BlueCross BlueShield of Tennessee Community Trust and the Tennessee Health Foundation contributed funds supporting organizations in Chattanooga, Nashville, Knoxville and Memphis that serve those with intellectual, developmental and other disabilities. Service recipients and their families are in continued need of the services offered by the many quality health care and home facilities Tennessee provides in our local communities, including:

- Fortwood Center, Chattanooga
- AIM Center, Chattanooga
- Helen Ross McNabb Center, Knoxville
- Sertoma Center, Knoxville
- Park Center, Nashville
- Martha O'Bryan Center, Nashville
- Progress, Inc., Nashville
- Shelby Residential & Vocational Services, Memphis

Rural Medical Services

Rural Medical Services is a nonprofit Community and Migrant Health Center operating five clinics in two east Tennessee counties, Cocke and Jefferson, where patients are seen regardless of their ability to pay. The contribution from the BlueCross BlueShield of Tennessee Community Trust assisted with local community health fairs in June at Newport Grammar School, and La Gran Comision Baptist Church in Morristown.

Attendance: 538

Health Tests performed: 669

Fitness at any age is the focus of the Tennessee Senior Olympics, sponsored by BlueCross BlueShield of Tennessee.



OUTREACH CONTRIBUTIONS

EDUCATION & COMMUNITY INVESTMENTS

Joining our Chambers of Commerce in support of their efforts to ensure business and economic stability and growth throughout the state is an ongoing endeavor for BlueCross BlueShield of Tennessee. Supporting the Chattanooga Area Chamber's Tell the World campaign, the Nashville Area Chamber's Partnership 2010, the Memphis Regional Chamber's MemphisED initiative and Knoxville's Jobs Now programs help those regional areas succeed in job growth, employment opportunities and economic development expansion.

BlueCross Healthy Living Expo – Knoxville

This free public event takes place in January each year at the Knoxville Convention Center, showcasing health-related exhibits, activities and product samples that all family members can enjoy. BC Bear leads a kid's walk around the BlueCross track, and participating children get a special goody bag from the company. With over 200 exhibits, there's something for everyone – from trying out a fitness class to learning about health in an exciting, hands-on way. BlueCross BlueShield of Tennessee's booth provides a fun, interactive approach toward nutrition and exercise, including a game, giveaways and informative handouts.

BlueCross WalkingWorks for Schools – Statewide

BlueCross BlueShield of Tennessee is proud of its BlueCross WalkingWorks For Schools program which began in 2005 with 35 pilot schools across nine counties. By 2007, more than 218,552 walkers (208,129 students and 10,423 teachers) had walked more than five million miles that they otherwise would not have. BlueCross WalkingWorks for Schools raises awareness to the alarming threat of childhood obesity and seeks to solve the growing problem within Tennessee's schools. Participants are asked to walk just 5 minutes a day for 12 weeks each semester. The goal is to introduce young children to routine physical activity as part of a healthy lifestyle. In 2007, more than 380 schools and 166,475 students in grades K-5 across the state were enrolled in the program.

OUTREACH CONTRIBUTIONS

Girl Scouts – Middle Tennessee

The 2007 Mothers & Daughters Learning Together healthy living conferences hosted 378 girls and mothers in Nashville, Clarksville, Gallatin, Lawrenceburg, Murfreesboro and Cookeville, sponsored by the BlueCross BlueShield of Tennessee Community Trust.

World Cargo Crate – Memphis

Memphis in May offers crates of cargo from the year's honored country, transporting the crates to numerous schools between January and May. The 2007 Honored Country was Spain, and four wooden crates filled with items such as musical instruments, currency, arts and crafts, books, magazines and maps unique to Spain offered insight into the nation's culture. Each participating school kept the crate for one week while students examined the items and learned about the honored country. Memphis in May also provides a World Cargo Guide with a description of each item and its cultural significance. In addition to sponsoring crates, the BlueCross BlueShield of Tennessee Community Trust provided a health notebook for students and teachers to review.

Participation:

29,622 students viewed the crates

64 schools participated

Bicycle Safety Workshop – Memphis

The BlueCross BlueShield of Tennessee Community Trust partnered with Shelby Farms Park Conservancy, the YMCA, and Revolutions Community Bicycle Shop to promote bike safety and donate 30 recycled bicycles to inner-city children. The students attended a bicycle safety workshop to teach them how to ride safely and take care of their bicycle. In addition, the students took a trip to the Shelby Farms community in Memphis and rode the trails as a group.

OUTREACH CONTRIBUTIONS

PENCIL Foundation – Nashville

The PENCIL Foundation links community resources with Nashville public schools to help young people achieve academic success and prepare for life. PENCIL Partners include more than 500 community-school partnerships addressing proficiency in math, science, literacy and life-skills readiness, supplying more than 50,000 volunteer hours to Metro Schools' educational programs. The BlueCross BlueShield of Tennessee Community Trust continues support of the PENCIL Foundation.

Emerald Youth Foundation – Knoxville

The BlueCross BlueShield of Tennessee Community Trust assisted Knoxville's urban youth by supporting Emerald Youth Foundation's 2007 JustLead Program, connecting youth and adults in athletics, field trips, camps, conferences, health activities, and music opportunities.

Community Arts and Museums – Statewide

Offering interactive educational programs and exhibits for the children of East Tennessee, the Hands On! Regional Museum's Clean Water Maze engages children and caregivers in interactive learning to improve personal and community health and encourage the conservation of water and waterway clean up activities. In 2007, BlueCross BlueShield of Tennessee assisted with this effort along with the educational opportunities offered at Houston Museum and Creative Discovery Museum in Chattanooga, Ballet Memphis, and the Women's Basketball Hall of Fame in Knoxville.

OUTREACH CONTRIBUTIONS

DISEASE MANAGEMENT & PREVENTION

Supporting programs such as the American Diabetes Association, the American Cancer Society, National Multiple Sclerosis Society, American Heart Association and others promoting research, advocacy, and education not only helps reduce the cost of health care, but assists in reducing the rate of incidence and affliction.

St. Jude Memphis Marathon Weekend – Memphis

BlueCross BlueShield of Tennessee supports St. Jude Children’s Research Hospital with its annual Marathon & Half Marathon fundraiser with Community Trust dollars and employee volunteers. In 2007 this event brought a record 11,351 registrants to the Memphis community and generated more than \$1 million to help fund the fight against catastrophic childhood diseases.

BlueCross Market Street Mile and Mystery History Quest – Chattanooga

Runners of all levels can be a part of the BlueCross Market Street Mile, which features races organized by age and gender. For those who would rather walk, the BlueCross Mystery History Quest leads participants on a tour of Chattanooga’s past as they follow clues to historic locations. Partnering with the Chattanooga Track Club and the Times Free Press, BlueCross BlueShield of Tennessee works to stimulate interest in walking, running and fitness for all ages as a way to promote active lifestyles and wellness.

Tennessee Senior Olympics – Statewide

BlueCross BlueShield of Tennessee has been a major statewide corporate sponsor of the Tennessee Senior Olympics since the competition’s inception in 1981. The Tennessee Senior Olympics is a sports competition for athletes age 50 and above. More than 3,500 seniors from across the state participated in 2007 and approximately 1,500 athletes and 200 volunteers took part in the State Finals in Williamson County. For baby boomers, the largest growing population, participation in the annual competition challenges the mind and body, and promotes continued emphasis on healthy lifestyles and fitness habits.

The BlueCross Healthy Competition program works with coaches and school athletes to eliminate the use of performance-enhancing drugs.



OUTREACH CONTRIBUTIONS

DIVERSITY AND HEALTH DISPARITIES

According to a recent U.S. Department of Labor report, by 2050, the U.S. population will increase by 50 percent, minority groups will make up nearly half of the population, immigration will account for almost two-thirds of the nation's population growth, and the population of older Americans is expected to more than double.

As our workplace, marketplace and communities become increasingly diverse, it is imperative for individuals to recognize, respect and value all of the inherent differences that come with living in a global society.

Culture Fest – Chattanooga

BlueCross BlueShield of Tennessee is a proud sponsor of the Chattanooga Arts and Education Council's family-friendly cultural festival. Culture Fest is an annual celebration of the Chattanooga area's rich cultural diversity, emphasizing music, dance, food, and fine arts. The festival is free and open to the public so that thousands of residents and visitors can enjoy performances, interactive booths and kid's activities.

National Civil Rights Museum – Memphis

The National Civil Rights Museum opened on September 28, 1991 and includes an overview of some of the world's most crucial human rights movements and the achievements gained through the efforts and sacrifices of courageous individuals who stood by their convictions. BlueCross BlueShield of Tennessee continues to support the museum and the annual Freedom Awards Dinner.

Black History Month – Chattanooga

Over the years, BlueCross BlueShield of Tennessee has celebrated the rich history of African-Americans in this country with a month-long window display in Chattanooga during Black History Month. In 2007, displays were created by community organizations around the theme of Black History Month: Recognizing Medical Innovations that address health care disparities.

Certain diseases and health conditions disproportionately affect African-Americans, more so than any other ethnic group. The displays offered visitors a look at innovations that address the unique medical needs in communities of color. Black History Month is a time for our country to formally recognize the achievements and contributions of African-Americans to society. It also provides an opportunity to educate the public on concerns and issues that impact the African-American community.

OUTREACH CONTRIBUTIONS

Employee Volunteer Support – 51,000 Hours

With offices in Chattanooga, Memphis, Nashville, Knoxville, Jackson and Johnson City, BlueCross BlueShield of Tennessee has more than 4,500 employees – many of whom dedicate their personal time, talent and financial resources to improve physical, social, and emotional needs in their communities. Many of our employees serve on local boards of directors, coordinate community projects, and participate in company-sponsored events. These efforts are captured and acknowledged through our internal publications and by individual recognition. We were proud to find that the results of a 2007 Outreach Survey showed our employees volunteer more than 51,000 hours of personal time to help improve the health and wellbeing of our communities and their residents.

American Diabetes Walk – Chattanooga, Memphis and Johnson City

Chattanooga volunteers had 14 BlueCross Diabetes Walk teams, with volunteers walking 5 miles and raising \$24,500 to aid in diabetes research, education and advocacy efforts.

Healthy Choice Fair – Memphis

BlueCross BlueShield of Tennessee and our employee volunteers partnered with the Boy Scouts and Memphis City Schools to enhance Healthy Choices Week by sponsoring a health fair. The focus was Fitness: Mind and Body and all attendees received free health screenings while participating in fun activities. Our employees helped coordinate and staff the event. Exhibitors and participants included Southern College of Optometry, Memphis Health Center, Memphis City Schools Nutrition Services, the University of Tennessee Health Science Center, Inside & Out Wellness Center and the American Heart Association.

Susan Komen's Race for the Cure – Chattanooga, Knoxville and Tri-Cities

BlueCross BlueShield of Tennessee employees always make time during the annual Komen Race for the Cure to honor their friends who have battled breast cancer. In addition, the BlueCross BlueShield of Tennessee Community Trust donates dollars to support the Race for the Cure in Chattanooga, Knoxville and the Tri-Cities.

OUTREACH CONTRIBUTIONS

Corporate Mentoring – Chattanooga

In Chattanooga, participants in the 2007 BlueCross BlueShield of Tennessee Corporate Mentoring program presented the Chattanooga Room in the Inn with a \$2,000 donation on behalf of the company. In January, the 2007 mentees elected to help the Inn increase its financial reserves by raising awareness and donations for programs and services. At the beginning of each year, corporate mentoring participants are challenged with developing a group project that supports a company goal or a specific BlueCross-sponsored community organization.

2007 marks the completion of the Corporate Mentoring program's fifth year. The goal of the program, designed to help develop promising employees from diverse backgrounds, is to foster future leadership and expand employee opportunities throughout the company.

United Way Day of Caring – Statewide

BlueCross BlueShield of Tennessee supports the efforts of the United Way with corporate donations. However, in 2007, our employees pledged more than \$500,000 on their own in support of the many programs making a difference in their communities.

Calvin Anderson, vice president of federal and community relations, volunteered to assist with the United Way of the Mid-South Campaign as general campaign chairman. Achieving a goal of \$26.5 million, the 2007 campaign moved ahead of the previous year's record-breaking pace. In Chattanooga, Janet Jorges, director of client management, and Ralph Woodard, controller and vice president of finance, were co-chairs of the 2007 campaign, along with Stephanie Dennis, performance improvement analyst, who participated as our 2007 United Way Loaned Executive. Together, they challenged each other and all BlueCross employees in a competition to meet their goal of \$500,000.

Second Harvest Food Bank – Knoxville and Memphis

Support for the annual Bowlicious fundraiser in Knoxville, and the Memphis Food Bank's Operation Feed competitive workplace food and funds drive, helped assist and feed the hungry and needy people in our neighborhoods.

Memphis regional office employees delivered \$501 and 626 pounds of food to the Food Bank for the 2007 Operation Feed project. All six floors competed to collect food on a point-per-food item or dollars-collected basis. Points achieved were 15,971 – representing more than 626 pounds of food.

Volunteer efforts raise funds and food items for families and communities across Tennessee.



CONTACTS



For More Information

For specific guidelines and how to apply for support, visit the BlueCross BlueShield of Tennessee Web site, bcbst.com. Full details are included in the Community Relations section of the site. You can also contact:

Tennessee Health Foundation

Beverly J. Cosley
Manager, Tennessee Health Foundation
BlueCross BlueShield of Tennessee
801 Pine Street
Chattanooga, TN 37402

Fax: (423) 535-7173
E-mail: beverly_cosley@bcbst.com

Community Trust

Kathy H. Bingham
Community Relations Manager
BlueCross BlueShield of Tennessee
85 N. Danny Thomas Blvd.
Memphis, TN 38103

Fax: (901) 544-2565
E-mail: kathy_bingham@bcbst.com

BLUECROSS BLUESHIELD OF TENNESSEE
HEALTH FOUNDATION AND COMMUNITY TRUST
2007 CONTRIBUTIONS

Tennessee Health Foundation

AIM Center (multi-year)
Baptist Memorial Health Care Foundation (multi-year)
Chattanooga State Technical Community College
Foundation (multi-year)
Fortwood Center, Inc.
Knoxville News Sentinel Charities, Inc.
Le Bonheur Community Outreach (multi-year)
Mountain States Foundation (multi-year)
Tennessee Center for Nursing (multi-year)
Tennessee Hospital Education & Research
Foundation (multi-year)
University of Tennessee Health Science Center
(multi-year)
Vanderbilt University Medical Center (multi-year)

Community Trust

100 Black Men of Chattanooga, Inc.
100 Black Men of Greater Knoxville
28th Community Development Corporation
A Night to Remember, Inc.
Agape
AIM Center, Inc.
Allied Arts of Greater Chattanooga
American Cancer Society
American Diabetes Association
American Heart Association
American Lung Association of Tennessee
American Red Cross
Arthritis Foundation
Ballet Memphis
Big Brothers Big Sisters
Boy Scouts of America
Boys and Girls Clubs of Chattanooga
Bridges USA, Inc.
Candlelighters Family Support Group
Chattanooga Hamilton Co. Bicentennial Library
Chattanooga Room in the Inn
Chattanooga Symphony & Opera Guild
Chattanooga Area Urban League
Chattanooga's Kids on the Block
Creative Discovery Museum
Cystic Fibrosis Foundation
Down Syndrome Assoc. of the Mid-South
Easter Seals
Emerald Youth Foundation
Faith Family Medical Clinic
Friends in Need Health Center, Inc.
Girl Scouts Council of Cumberland Valley
Girls Incorporated of Chattanooga
Greater Chattanooga Public TV Corp.
Hands On Regional Museum
Healthcare Leadership Council
Helen Ross McNabb Foundation
Houston Museum of Decorative Arts
InterFaith Health Clinic
Jobs Now! Program
Junior Achievement, Inc.
Kidney Foundation of the Greater Chattanooga Area
Kingsport Tomorrow
Kiwanis Club of Memphis
Knoxville Area Urban League, Inc.
Leadership Memphis
LeMoyné-Owen College

Lupus Foundation
March of Dimes
Martha O'Bryan Center
Mary Cameron Robinson Foundation
Memorial Health Care System Foundation
Memphis in May International Festival
Memphis Urban League, Inc.
Memphis Zoo
Monroe Harding Children's Home
Muscular Dystrophy Association
Nashville Alliance for Public Education
Nashville Chamber of Commerce
National Cancer Prevention Fund
National Civil Rights Museum
National Coalition of 100 Black Women
National MS Society
North Chattanooga Council
Opera Memphis, Inc.
Orpheum Theatre
Park Center, Inc.
Partners In Public Education
Partnership for Families, Children & Adults
Pencil Foundation
Porter-Leath Children's Center
Progress, Inc.
Rape & Sexual Abuse Center
READ Chattanooga, Inc.
Rochelle Stevens Foundation
Rural Health Association of Tennessee
Rural Medical Services, Inc.
Saint Thomas Foundation
Salvus Center, Inc.
Second Harvest Food Bank of East TN
Sertoma Center, Inc.
Shelby Farms Park Alliance
Shelby Residential & Vocational Services
Siskin Hospital for Physical Rehabilitation
SJK of Chattanooga, Inc.
Soulsville Foundation
St. Jude Children's Research Hospital
Susan G. Komen Breast Cancer Foundation
Tennessee Legal Community Foundation
Tennessee Coalition Against Domestic & Sexual Violence
Tennessee Multicultural Chamber of Commerce
The Church Health Center
The Exchange Club-Carl Perkins Center
The Food Bank
The Night of Jade, Inc.
United Cerebral Palsy
United Way of Greater Knoxville
United Way of Metro Nashville
United Way of the Mid South
University Health Systems
University of Tennessee at Chattanooga
Volunteer Memphis
West Tennessee Hearing & Speech Center
WKNO-TV/FM
Women's Basketball Hall of Fame
Women's Foundation
YMCA of Memphis & the Mid South
YMCA of Metropolitan Chattanooga
Youth Villages, Inc.
YWCA



801 Pine Street
Chattanooga, TN 37402

bcbst.com

COMM-309 (6/08)