



EXPERIENCE

Better Health

2009 Community Relations Report

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Experience Better Health

Experience better health. It's what BlueCross BlueShield of Tennessee strives daily to provide our members through our health plan operations. It's also what we strive to provide Tennesseans through our charitable outreach efforts.

In 2009, BlueCross outreach resulted in more than **\$7.5 million in financial support** benefiting more than **400 organizations** throughout the state. Key giving channels included the BlueCross BlueShield of Tennessee Community Trust, the

BlueCross BlueShield of Tennessee Health Foundation, corporate outreach, awareness programs and employee volunteers.

Through each outreach channel and with every donation, BlueCross is working to improve and sustain an environment of good health — an environment where our citizens can experience the reality of a healthier Tennessee.

Throughout our 65-year history, BlueCross BlueShield of Tennessee has been working to ensure all Tennesseans experience and build a healthier future. As we commit resources to this goal and invest in communities across the state, it's encouraging to see that progress is being made in advancing the health status of our state's population.



In 2009, Tennessee moved up from 48th to 44th in the country in its overall health status. Of course, it's heartening to see there has been progress, but we still have a lot of work ahead of us — work such as improving the state's infant mortality rate which inched up from the 48th to 46th spot. And moving us out of our stagnant 47th rank for obesity. The issues of infant mortality and obesity will continue to be a top priority for BlueCross as we strive to improve the health and well-being of children in the Volunteer State.

Contributions from our Tennessee Health Foundation, our Community Trust and corporate gifts have and will continue to drive needed improvements. In 2009 BlueCross' outreach efforts totaled more than \$7.5 million in financial support, benefiting more than 400 organizations.

Whether it's children and families experiencing and learning about living healthy, active lifestyles at the Creative Discovery Museum's Good For You exhibit, or the uninsured experiencing access to medication at the Dispensary of Hope, BlueCross is committed to a better health experience for all our fellow Tennesseans.

Vicky Gregg
President and CEO

Calvin Anderson
Vice President Federal & Community Relations and Executive Director, Tennessee Health Foundation and Community Trust

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Experience
Improved Quality

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Better health care quality helps reduce health care costs and improve outcomes. It is this fact that drives BlueCross BlueShield of Tennessee's ongoing commitment to improving health care quality across the state. According to the U.S. Department of Health and Human Services, hospital-acquired infections (HAIs) are one of the most common complications of hospital care. Nearly 2 million patients develop HAIs each year, contributing to 99,000 deaths and as much as \$33 billion in health care costs.

The Importance of Patient Safety

In 2009, BlueCross continued its grant to the Tennessee Center for Patient Safety, a Tennessee Hospital Association (THA) initiative that we helped start in 2007. The center is dedicated to accelerating adoption of proven strategies to increase the reliability and quality of care received by patients in Tennessee hospitals. This is achieved with collaborations and partnerships and by creating a structure to develop best-practice recommendations.

"Just one hospital-acquired infection is too many. Our goal is to get to zero."
- Craig Becker, President of the Tennessee Hospital Association

We also continued our support of a three-year grant to the Tennessee NSQIP Surgical Quality Consortium. The consortium helps evaluate and improve surgical care delivered by general

and vascular surgeons in the state. As of November 2009, 122 hospitals were enrolled as safety partners and 10 hospitals were working as the Tennessee Surgical Quality Collaborative to measure and improve the care of surgical patients statewide.

In total, BlueCross has funded almost \$4 million in grants to improve the quality and safety of care delivered to Tennesseans.

Better Health, Better Outcomes

In March of 2009, BlueCross partnered with the Tennessee Hospital Association to hold Better Health Outcomes for Tennessee, a forum studying the role leadership plays in improving hospital quality and safety. Hospital executives from across Tennessee attended to learn and share best practices with national and state experts.

Strengthening the Dental Workforce

The University of Tennessee College of Dentistry educates 80 percent of all dentists in the state. However, its training facility and dental teaching equipment had not been updated since 1977. To meet and exceed the standards set by the Commission on Dental Accreditation, important upgrades were needed. In 2009, BlueCross granted the college \$500,000 for necessary improvements to this facility, allowing it to continue providing the highest standard of education to aspiring dental professionals, thus ensuring the level of quality dental care received by Tennesseans.

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Experience Better Health for Children



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The current generation of youth is at risk of having a shorter lifespan than their parents. The primary culprit is obesity and the many diseases, such as diabetes, that it can cause. Our children are the leaders of tomorrow, and helping them experience better health is a long-term priority for BlueCross BlueShield of Tennessee. The company's funding efforts in 2009 not only targeted childhood obesity, but also the state's infant mortality crisis.

Combating Childhood Obesity

With 43 percent of Tennessee's children at-risk or already overweight, BlueCross has a strong commitment to help curb the growing childhood obesity trend.

In 2009, we provided a \$300,000 grant to the Creative Discovery Museum to fund its new bilingual **Good For You:**

Healthy Fun on the Run

exhibit. This interactive and entertaining format teaches children and families that living healthy, active lifestyles can be easy and enjoyable. It allows them to experience the positive effects of exercise and healthy food choices.

Through our WalkingWorks for Schools initiative, now in its fifth year, 146,000 children in 366 elementary schools across the state walk approximately 30 miles more per school year than they would without the program.

"BlueCross' grant has brought us to a new level of health education for this exhibit."

- Henry Schulson, Executive Director, Creative Discovery Museum

Battling Infant Mortality

At 8.7, Tennessee's infant mortality rate (number of infant deaths under one year of age per 1,000 live births) is above the national average of 6.6. Within the state, Hamilton and Shelby Counties rank highest at 11.2 and 13.8, respectively. Given these statistics, BlueCross has invested \$6.8 million in infant mortality programs over the last six years.

In 2009, BlueCross supported the Chattanooga, Memphis and Nashville chapters of Girls Incorporated and their IMPACT (Infant Mortality Public Awareness Campaign for Tennessee) program. This peer-to-peer teen pre-pregnancy education program helps teens educate their peers on how to reduce the risk of their child dying in its first year. Outreach is conducted through presentations during and after school as well as through creation of public service announcements.

Other BlueCross infant mortality grants continuing in 2009 included:

- *The Blues Project (The University of Tennessee)* – a clinic and home-based social intervention program serving more than 1,000 women since its inception in 2005
- *Reducing Preterm Births Through Tennessee Connections for Better Birth Outcomes* – a research project in partnership with Vanderbilt Medical Center
- *Solutions to Obstetrics in Rural Counties Telemedicine Project (STORC) (Community Health Network/Regional Obstetrical Consultants)* – a project that uses telemedicine technology to connect health care providers and patients in rural areas of 11 counties with high-risk obstetrical specialists in Knoxville and Chattanooga

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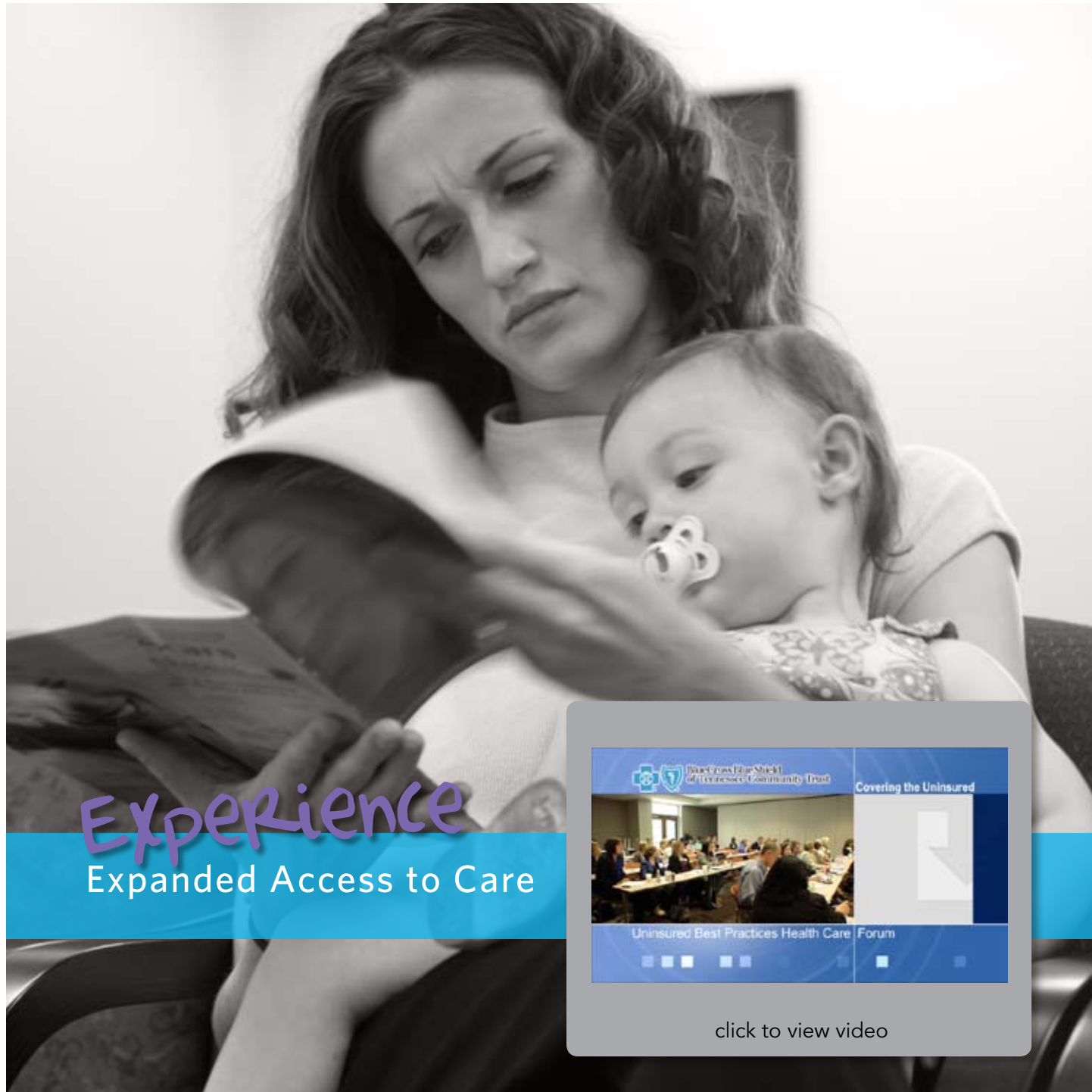
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Expanded Access to Care

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More than 883,000 Tennesseans, 14 percent of our state's population, are uninsured. Being uninsured carries not only a health and financial risk to the individual without coverage, but that lack of coverage also imposes a burden on everyone accessing or providing services in the health care industry. To address this situation, BlueCross provides grants and programs to the more than 20 volunteer-based community clinics and other organizations across the state which serve our uninsured and underinsured citizens.

Sustainable Access to Prescriptions

The Dispensary of Hope (DOH) is a not-for-profit social venture providing sustainable access to medicine for under and uninsured populations in communities throughout the country. The DOH provides both instant access to a 30-day supply of select medications as well as continued access to medications for ongoing health needs. This access model helps make care affordable and assists in controlling or improving many health conditions.

"BlueCross recognizes the need to provide access to medicine for the underinsured."
- Jason Dinger, Chief Executive Officer, Dispensary of Hope

Our \$75,000 grant in 2009 supported the opening of new DOH pharmacy sites in Chattanooga, Hohenwald, Maryville and Sevierville, increasing the total number of DOH pharmacies in Tennessee to 21.

Discovering Best Practices to Care for the Uninsured

In April 2009, BlueCross held its fifth annual Uninsured Health Care Best Practices Forum in Memphis as part of Cover the Uninsured Week. This event brings together individuals and organizations to explore challenges and opportunities in caring for the uninsured within Tennessee's volunteer health care clinic arena. Topics addressed included working relationships among participants, the organization of outreach and advocacy programs, and finding innovative methods of financing health care for the uninsured.

Fighting the Flu

The CDC states 226,000 people, on average, are hospitalized every year because of influenza and 36,000 die. But the influenza vaccine can help prevent the virus and these tragic consequences.

To help protect our fellow Tennesseans, BlueCross partners annually with the Knoxville News Sentinel Charities to provide one of the largest, freestanding flu vaccination events in the country. Each year, thousands of free flu vaccinations are administered at six middle and high schools in the greater Knoxville area. In 2009, BlueCross contributed \$60,000 to the Free Flu Shot Saturday program which immunized 6,848 people against the flu.



Experience Volunteerism

The volunteer spirit is strong at BlueCross. In 2009, 5,000 employees at our offices in Chattanooga, Jackson, Johnson City, Knoxville, Memphis and Nashville spent the equivalent of more than 18 months volunteering in our state's communities to help create a better place for all to experience a healthier future. That is comparable to nearly \$300,000.*

Employees Give Back To Their Communities

Employees across the state contributed personal time, talent and financial resources to improve physical, social and emotional needs in their communities. They served on non-profit boards, coordinated community projects, and participated in company-sponsored events to advance the health and well-being of our communities and their residents.

The company's volunteer outreach primarily addresses disease management programs focusing on advocacy, education and research for heart disease, cancer, diabetes, asthma and multiple sclerosis, among others. Employees often assist with that outreach at health fairs, fundraising walks and other awareness-building activities to keep our communities educated, strong and well.

* According to the Corporation for National and Community Service the estimated dollar value of volunteer time for 2009 is \$20.85 per hour.

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CORPORATE INVESTMENTS AND VOLUNTEER INITIATIVES

BlueCross BlueShield of Tennessee Health Foundation and Community Trust - 2009 Contributions

Tennessee Health Foundation

Dispensary of HOPE
 Faith Family Medical Clinic, Nashville
 Girls Incorporated of Chattanooga
 Knoxville News Sentinel Inc.
 School Advocates for Vision & Education
 (S.A.V.E.), Shelby County
 University of Tennessee College of
 Dentistry

Community Trust

100 Black Men of Greater Knoxville
 A Night To Remember Inc.
 Agape
 Allied Arts
 American Academy Of Pediatrics
 American Cancer Society
 American Diabetes Association
 American Heart Association
 American Lung Association of Tennessee
 American Red Cross
 Arthritis Foundation
 Arts & Education Council
 Ballet Memphis
 Big Brothers Big Sisters
 Boy Scouts of America
 Boys and Girls Clubs of Chattanooga
 Chattanooga-Hamilton County
 Bicentennial Library
 Chattanooga Area Food Bank
 Chattanooga Domestic Violence Coalition
 Chattanooga Room In The Inn
 Chattanooga Symphony & Opera Guild
 Comprehensive Care Center
 Cornerstones Inc.
 Counseling and Consultation Services Inc.
 Cystic Fibrosis Foundation
 Dickson Community Clinic
 Down Syndrome Assoc. of the Mid-South
 East Tennessee Children's Hospital
 Easter Seals
 Emerald Youth Foundation
 Exchange Club - Carl Perkins Center
 Faith Family Medical Clinic
 Friends In Need Health Center Inc.

Girls Incorporated of Chattanooga
 Graceworks Health Clinic
 Hands On Regional Museum
 Healthy Memphis Common Table
 Helen Ross McNabb Foundation
 Hospital Hospitality House
 Houston Museum of Decorative Arts
 Interfaith Dental Clinic
 InterFaith Health Clinic
 Jackson Symphony Association
 Junior Achievement
 Kidney Foundation
 Kingsport Tomorrow
 Knoxville Area Urban League
 Leadership Memphis
 Little Miss Mag Child Care Center
 Lupus Foundation
 Madison Haywood Developmental Services
 Make-A-Wish Foundation
 Medical Foundation of Chattanooga
 Memorial Health Care System Foundation
 Memphis in May International Festival
 Memphis Regional Chamber Foundation
 Memphis Urban League Inc.
 Monroe Harding Children's Home
 Nashville Area Chamber Of Commerce
 Foundation
 National Civil Rights Museum
 National Kidney Foundation
 National MS Society
 Open Arms Care Foundation
 Opera Memphis Inc.
 Orange Grove Center
 Orpheum Theatre
 Park Center Inc.
 Partners for Healing
 Partnership for Families and Children
 Pencil Foundation
 Porter-Leath Children's Center
 Progress Inc.
 Public Education Foundation
 Ronald McDonald House Charities
 Rural Health Association of TN (RHAT)
 Rural Medical Services Inc.

Saint Thomas Health Services Fund
 Salvus Center Inc.
 Second Harvest Food Bank of East TN
 Second Harvest Food Bank of NE Tennessee
 Senior Citizens Home Assistance
 Sertoma Center Inc.
 Shelby Farms Park Conservancy
 Shelby Residential and Vocational Services
 Siloam Family Health Center
 Siskin Children's Institute
 Siskin Hospital for Physical Rehabilitation
 St Jude Children's Research Hospital
 St. Matthews Night Shelter Inc.
 Susan G. Komen Race for the Cure
 Tennessee Aquarium
 Tennessee Legal Community Foundation
 Tennessee Multicultural Chamber of
 Commerce
 Tennessee Performing Arts Center
 The Children's Home
 The Church Health Center
 The Food Bank of the Mid-South
 The Leadership Academy
 The Night of Jade Inc.
 TN Executive Residence Preservation Fund
 United Cerebral Palsy
 United Way's Center For Nonprofits
 United Way of Greater Chattanooga
 United Way of Greater Knoxville
 United Way of Metro Nashville
 United Way of the Mid South
 University of Tennessee
 Urban League of Greater Chattanooga
 Volunteer Memphis/Hands on Memphis
 Volunteers in Medicine Chattanooga
 West Tennessee Hearing & Speech Center
 WKNO Public TV
 Women's Basketball Hall of Fame
 Women's Foundation for a Greater Memphis
 WTCI-Greater Chattanooga Public TV Corp.
 YMCA, Chattanooga
 YMCA, Memphis

BlueCross BlueShield of Tennessee Community Trust

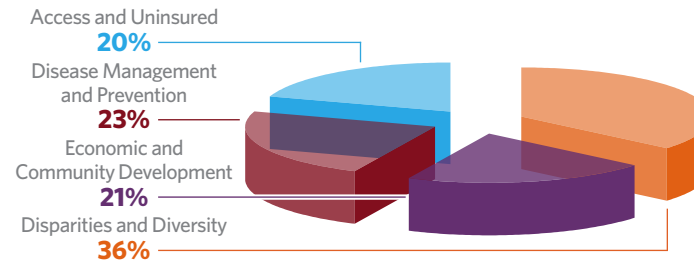
As a charitable foundation licensee, the BlueCross BlueShield of Tennessee Community Trust's mission is to support the communities BlueCross serves through charitable giving to programs that enhance and emphasize healthy living, health care access and quality of life for all.

Its priority is to support the communities BlueCross serves, with a focus on:

- Access to care/the uninsured
- Disease management - prevention and early detection
- Education, disparities and diversity
- Economic development and community investments

In 2009, the BlueCross BlueShield of Tennessee Community Trust contributed approximately **\$550,000** to more than 100 charitable organizations throughout the state.

BlueCross BlueShield of Tennessee Community Trust Contributions by Focus - 2009



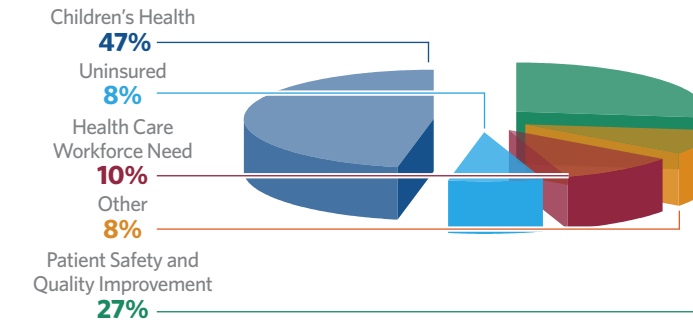
BlueCross BlueShield of Tennessee Health Foundation

The BlueCross BlueShield of Tennessee Health Foundation Inc. (THF) promotes the philanthropic mission of BlueCross BlueShield of Tennessee. It awards grants focused on high-impact initiatives across the state to promote healthy lifestyle choices and help control health care costs for all Tennesseans.

In 2009, more than **\$4 million** was distributed in grants supporting:

- Children's health
- Patient safety and quality improvement
- Health care workforce needs
- The uninsured

BlueCross BlueShield of Tennessee Health Foundation Grants by Focus - 2005-2009



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FOR MORE INFORMATION

For specific guidelines and how to apply for support, visit the BlueCross BlueShield of Tennessee website, bcbst.com. Full details are included under About Us > Community Relations. You can also contact: Kathy H. Bingham, Manager, BCBST Health Foundation and Community Trust, BlueCross BlueShield of Tennessee, 1 Cameron Hill Circle, Chattanooga, TN 37402 | Fax 423.535.7173 | E-mail kathy_bingham@bcbst.com.

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