38 plans — Blue Cross and Blue Shield companies regularly give back to help our communities. For more than 80 years, we’ve worked alongside local physicians and hospitals to deliver better quality and more affordable care. We provide leadership and help fund local programs – more than $210 million in 2011 – that improve the health and wellness of our members and their communities. This collective support demonstrates the Power of Blue – a national impact unrivaled by any other health insurer.
WORKING TOGETHER FOR

the POWER of WE

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The meaning of the word “we,” can refer to a family in Jellico, the students in a classroom in Gallatin, or the passengers on a bus in Memphis, among infinite possibilities. For BlueCross BlueShield of Tennessee, “we” is our 5,200 employees, along with every one of our neighbors in this great state.

That’s why our charitable focus covers all of Tennessee’s 95 counties, 42,180 square miles and the 6.4 million people living here.

There is a great power for good in we, because when people work together their ability to help each other increases exponentially. For example, BlueCross invested $10.2 million in 2012 to support organizations doing good works all across Tennessee, helping them amplify their efforts. And, BlueCross employees put in more than 29,000 hours of volunteer work in 2012 to help organizations serve their communities.

BlueCross BlueShield of Tennessee has been serving this state for 68 years, and giving back has always been a very important part of the company’s fabric. Our giving is done through the BlueCross BlueShield of Tennessee Health Foundation, our Community Trust, direct corporate giving and the work of employee volunteers, who we call Team Blue.

BlueCross’ Foundation seeks opportunities to help that have high impact and broad reach. These are the ways BlueCross demonstrates we are of Tennessee and for Tennessee. You’ll find more details as you look through this annual report. As you’ll see, the power of we, has a great potential for good.
There is no “I” in “We”

The relationships we build with organizations in our communities are built on a foundation of trust. And that trust is something we value. It’s essential to combating the health problems that plague our state. BlueCross BlueShield of Tennessee’s total corporate giving in 2012 equaled more than $10.2 million.

Through our Community Trust and Health Foundation as well as corporate giving and our Team Blue employee volunteer initiative, we are using the power of we to make a difference in our state.
Bright Beginnings

Since 2004, we have invested more than $12.6 million to improve pregnancy, delivery and child health outcomes, whether it’s through research and data, or driving awareness. We are committed to the future of Tennessee’s children. And as an organization, we know that their future relies on all of us.

In Tennessee, for every 1,000 children born in 2010, eight died before their first birthdays. As devastating a number as it is, it’s an improvement from nine deaths in 2006. And we would like to think that’s partly due to our efforts in combating infant mortality.

In 2012, the BlueCross BlueShield of Tennessee Health Foundation continued its support of the Solutions to Obstetrics in Rural Counties (STORC) program. In Tennessee, this program currently connects the rural areas of Cleveland, Cookeville, Greenville, Jellico, McMinnville, Tullahoma and Winchester to physician hubs in Chattanooga and Knoxville. The grant expands the program to serve eight additional rural sites in Tennessee.

By connecting patients to high-risk obstetrical specialists, the STORC program seeks to reduce unnecessary patient transportation and hospitalizations as well as the length of stay in neonatal intensive care units.

To date, the Foundation has committed more than $3.6 million to the STORC program.

The Blues Project, a clinic and home-based intervention program in Shelby and Hamilton counties, addresses Tennessee’s ranking as 47th in the United States in infant mortality. Through the University of Tennessee Health Science Center, the program offers educational, medical and social support to at-risk mothers and their babies. BlueCross has awarded $6.2 million since its inception in 2005.

To help educate the citizens of Tennessee about infant mortality, we donated $272,142 to the Infant Mortality Public Awareness Campaign, which is a peer-to-peer pre-pregnancy education program. It’s all part of the IMPACT program, sponsored by Girls Inc.

Also supporting the March of Dimes, our Community Trust participated as presenting sponsor of an event honoring our Tennessee nurses who exemplify excellence in all they do. Eight winners in various categories of nursing practice were honored for their achievements. These are the champions who help those they serve win every day.
We are committed to the future of Tennessee’s children.

Since 2004:

$12.6 million to improve pregnancy, delivery and child health outcomes

$3.6 million to the STORC program

$272,142 to infant mortality public awareness
A Journey of Healing

Our Health Foundation awarded $220,000 to the Faith Family Medical Clinic for its Journey to Health obesity and diabetes program. Faith Family Medical Clinic provides greater Nashville residents who do not have health insurance with affordable, quality primary medical care.

Also in the fight against diabetes, nearly $200,000 was awarded to the Tennessee Pharmacists Research and Education Foundation, a program designed to permit pharmacists in varying practice settings to provide diabetes care services to patients in their own communities. Participating pharmacists must undergo advanced training and meet the required standards necessary to provide these services.

One of our key Foundation programs includes our partnership with the Tennessee Center for Patient Safety.

In 2007, in an effort to reduce hospital-acquired infections, the Tennessee Health Foundation partnered with the Tennessee Center for Patient Safety, an arm of the Tennessee Hospital Association.

Our Foundation’s funding, which continues today, assists the Center with partnerships and collaborations with more than 126 hospital and clinic safety partners to use evidence-based strategies to improve the reliability, safety and quality of care received by patients in Tennessee hospitals.

In East Tennessee, Friends in Need, a non-profit health clinic serving the under and uninsured, received a $300,000 matching grant from our Foundation. Unknown to us at the time, the clinic was about four weeks away from closing its doors before receiving the grant.

Friends In Need has been in operation for 17 years, providing primary care to the working uninsured in Sullivan, Hawkins and Scott counties. Patients pay on a sliding scale basis and can receive medical and dental services. Since its formation in 1995, Friends In Need has recorded more than 88,000 primary care visits.
We partner to improve reliability, safety and quality of care in Tennessee hospitals

SINCE 2004

38% REDUCTION IN ADULT/PEDIATRIC CENTRAL LINE ASSOCIATED BLOODSTREAM INFECTIONS

53% REDUCTION IN NEONATAL CENTRAL LINE BLOODSTREAM INFECTIONS

24% REDUCTION IN HOSPITAL ONSET STAPH INFECTIONS
According to the Tennessee Department of Health, about 40 percent of Tennessee children are overweight or obese. Beginning in 2011 our Foundation’s Shape the State grants were awarded to 20 Tennessee middle schools. In 2012 this grant opportunity was again offered and awarded to another 20 middle schools, making a total of 40 middle schools statewide.

The grants are valued at $10,000 and were used to purchase a physical education curriculum, training and equipment. In addition, the Foundation gave $1,000 cash to each of the winning schools to go toward their own wellness programs.

Additionally, with help from the Tennessee Department of Education’s Coordinated School Health, the Shape the State program expanded to implement the OrganWise Guys nutrition program which will impact 150 Elementary Schools over a period of three years. The OrganWise Guys characters are puppets based on the organs of the body to teach children good nutrition and healthy living.

Our Community Trust is serving our grassroots charities educating, advocating and researching. We are particularly proud to have served as presenting sponsor for the Muscular Dystrophy Association’s Hop-a-Thon program where we are helping to teach young students about disabilities.
Lending a Hand Where You Are

Most of our financial support goes to organizations devoted to long-term work to improve the lives of Tennesseans, but when disaster strikes, we’re there too. In 2012, BlueCross again supported the Chattanooga chapter of the American Red Cross with $25,000 in relief monies when the area was struck by destructive storms, including at least one tornado.

In Middle Tennessee, Franklin Tomorrow launched the Get Fit Franklin program and needed a funding partner to help get the program started. Again, BlueCross took the opportunity to help a Tennessee community with a health-focused need. By providing residents with pre-measured and marked walking routes, the project is designed to encourage residents of Franklin to become healthier and more active.

In West Tennessee, we partnered with health care organizations, media, and community groups, to present the first Healthy Church Challenge in 2012. An Obesity Summit, featuring fitness expert Donna Richardson-Joyner, followed the 100-day weight loss competition. More than 1,000 participants among 49 churches took part. The winning congregation was awarded a $5,000 grand-prize certificate for fitness equipment and nutritional counseling.
Putting Our Hands to Work

If you could string all the volunteer hours worked last year by BlueCross employees end-to-end, you’d have more than 1,200 days of uninterrupted service. Employees give of their time to community service organizations all across Tennessee. And, last spring, groups of employees did work for children’s homes serving Chattanooga, Jackson, Johnson City, Knoxville, Memphis and Nashville. Our Community Trust supported the employees with a $10,000 gift to each children’s home where the BlueCross teams worked.

Our BlueCross Volunteers also walk for the American Lung Association, Susan G. Komen Foundation and many other walks, runs or bicycle events benefiting meaningful causes serving Tennessee.

Throughout 2012, our BlueCross volunteers served more than 29,000 hours assisting in good works in communities across Tennessee.

Partnership Fights Flu, Boosts Holiday Charity Drive

In fall 2012, our Health Foundation in partnership with the Knoxville News Sentinel Charities, provided 4,187 Knoxville residents with free flu shots. The flu shot clinics were held in conjunction with the annual Empty Stocking Fund raising $17,748 and providing nearly 4,000 food baskets and toys to area underprivileged children.

First Things First

Due in part to a $150,000 grant from the Foundation, the Comprehensive Sickle Cell Center was opened in summer 2012 in Memphis. In partnership with Methodist Le Bonheur Health Care, St. Jude Children's Research Hospital, and the Sickle Cell Foundation of Tennessee, the one-of-a-kind facility provides comprehensive, preventive outpatient disease management to adults and teens transitioning from pediatric care. It is the first dedicated emergency infusion facility in the state.
We are serving our communities

IN 2012
5,200 EMPLOYEES
29,000 HOURS
MORE THAN 160 ORGANIZATIONS SERVED
BlueCross BlueShield of Tennessee Community Trust

As a charitable foundation licensee, the BlueCross BlueShield of Tennessee Community Trust has a mission to support the communities we serve. We provide the support through charitable giving to those programs that promote:

• Healthy living
• Health care access
• Education and diversity
• Economic and community development

Preference is given to programs that demonstrate measurable results. The Community 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).

BlueCross BlueShield of Tennessee Health Foundation

The BlueCross BlueShield of Tennessee Health Foundation, Inc. was established in December 2003 as a 501(c)(3) not-for-profit corporation organized to promote the philanthropic mission of BlueCross BlueShield of Tennessee. The Foundation awards grants focused on high impact initiatives across the state which promote healthy lifestyle choices and help control health care costs for all Tennessee residents. Working with civic and economic partners, the Foundation is dedicated to the support of research, innovative programs and creative approaches to improve the health and quality of life of Tennesseans for generations to come.
How We Give:

In 2012, BlueCross’ total giving was more than $10.2 million. Of that amount, almost $6.2 million was distributed by the Tennessee Health Foundation; $560,000 was given by the Community Trust to more than 160 charitable organizations and $2.9 million was corporate giving.

BlueCross gives priority to projects that emphasize healthy living, health care access and quality of life, such as:

- Solution-oriented projects with proven results
- Projects that help the most people
- Projects that have high participation and can be easily replicated
- Projects that are collaborative and attract diverse community partnerships

Community Trust contributions are based on criteria reflecting our corporate purpose, beliefs and principles. These priorities include:

- Access to care/The uninsured
- Disease management – prevention and early detection
- Disparities and diversity
- Education and community investments

Community Trust and Tennessee Health Foundation Grants
2005-2012

Total: $40,743,192
Organizations served

**Tennessee Health Foundation**
- American Red Cross, Chattanooga Chapter
- Faith Family Medical Clinic, Nashville
- Friends In Need Health Center, Kingsport
- Girls Incorporated of Chattanooga
- Hamilton County Government
- Knoxville Area Project Access
- Knoxville News Sentinel Charities
- Methodist Healthcare Foundation
- Shape the State School Grants
- Shelby County Books from Birth
- Team Blue Volunteer Program
- Tennessee Hospital Education & Research Foundation
- Tennessee Pharmacists Research & Education Foundation
- Tusculum College, Greeneville
- University of Tennessee Research Foundation
- Volunteer-Based Health Clinics

**BlueCross BlueShield of Tennessee Community Trust**
- 100 Black Men of Greater Knoxville Inc
- 28th Community Development Corp.
- A Night To Remember Inc
- Africa In April Cultural Awareness Fest
- AGAPE
- Alexian Village of Tennessee
- Alliance for Nonprofit Excellence
- Allied Arts
- Alzheimers Association Mid-South Chapter
- American Red Cross, Shelby County
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association of Tennessee
- American Red Cross
- Arc of Tennessee
- Arthritis Foundation SE Region Inc
- Austin Hatcher Foundation for Pediatric Cancer
- Ballet Memphis
- Big Brothers Big Sisters
- Boy Scouts of America Sequoyah Council
- Boys and Girls Club of Chattanooga
- BRIDGES USA INC
- CampGetFit Foundation
- Cancer Support Community - East Tennessee
- Chattanooga Area Food Bank
- Chattanooga Down Syndrome Society
- Chattanooga Room In The Inn Inc
- Chattanooga State Community College
- Chattanooga Symphony & Opera Guild
- Chattanooga Women’s Leadership Institute
- Chattanooga Zoo at Warner Park
- Cherokee Area Council, Boy Scouts of America
- Chickasaw Council Boy Scouts of America
- Children's Advocacy Center
- Children’s Hospital
- Cleveland Bradley Chamber of Commerce
- Co.Lab, Chattanooga
- Community Nashville
- Cornerstones, Inc
- Counseling and Consultation Services Inc
- Creative Discovery Museum
- Cystic Fibrosis Foundation
- Dental Angel Fund Foundation
- Down Syndrome Association of Memphis
- Education Equal Opportunity Group Inc
- Emerald Youth Foundation
- Exchange Club-Carl Perkins Center
- FACES Unmasked
- Fentress County Children’s Center Inc
- First Baptist Church of Chattanooga
- Fogelman Downtown YMCA
- Free Medical Clinic of Oak Ridge Inc
- Girl Scouts Heart of South
- Girl Scouts of Middle Tennessee
- Girls Inc of Memphis
- Girls Incorporated of Chattanooga
- Habitat for Humanity - Cleveland
- Habitat for Humanity of Greater Chattanooga
- Hands On Regional Museum
- Harwood Center Inc
- Healthy Memphis Common Table
- Hearing Bridges
- Helen Ross McNabb Center Inc
- Houston Museum of Decorative Arts
- Hunter Museum of American Art
- Interfaith Dental Clinic
Jackson Center for Independent Living  
Jackson Family YMCA  
Jackson Symphony Association  
Junior Achievement  
Junior League of Memphis Inc  
Juvenile Diabetes Research Foundation  
Kidney Foundation  
Kids Triathlon Inc., Nashville  
Knox County Schools Coordinated School Health  
Knoxville Office on Aging  
Knoxville Red Cross  
Komen Knoxville  
Leadership Memphis  
Little Miss Mag Child Care Center  
Livitup Inc  
Lupus Foundation of America Mid-South Chapter  
March of Dimes  
Matthew Walker Comprehensive Health Center  
MED Foundation  
Medical Foundation of Chattanooga  
Memorial Health Care System Foundation  
Memphis in May International Festival  
Memphis Library Foundation  
Memphis Symphony Orchestra Inc  
Methodist Healthcare Foundation  
Mid-South Food Bank  
Muscular Dystrophy Association, Inc.  
National Civil Rights Museum  
National Multiple Sclerosis Society  
National Step Show Alliance Inc  
Northside Neighborhood House  
On Point, Chattanooga  
Open Arms Care Foundation  
Opera Memphis Inc  
Oral Cancer Foundation  
Orange Grove Center  
Pancreatic Cancer Action Network, Inc.  
Park Center Inc  
Partnership for Families Children Adults  
PENCIL Foundation  
Porter-Leath Children’s Center  
Progress, Inc.  
Regional Inter Faith Association  
Rhea County Domestic Violence Council  
River Rocks Inc  
Rivermont Youth Athletic Association  
Rochelle Stevens Foundation  
Ronald McDonald House Charities  
Rural Health Association of Tennessee Inc  
Rural Medical Services, Inc.  
Second Harvest Food Bank of East Tennessee  
Sertoma Center Inc  
Sexual Assault Center  
Shelby Farms Park Conservancy  
Shelby Residential And Vocational Services  
Siskin Children’s Institute  
Siskin Hospital for Physical Rehabilitation  
St. Jude Children’s Research Hospital  
STAR Center Inc  
Susan G. Komen for the Cure, Chattanooga  
Taste of the South - Nashville  
Tennessee Financial Literacy Commission  
Tennessee Initiative for Perinatal Quality Care  
Tennessee Legal Community Foundation  
Tennessee Residence Foundation  
Tennessee State Museum Foundation  
The AIM Center Inc  
The Church Health Center  
The First Tee of Chattanooga Inc  
The Leadership Academy  
The Memphis Child Advocacy Center  
Toastmasters International  
University of Memphis Foundation  
Urban League of Greater Chattanooga  
UTC Athletics Scholarship program  
UTC Mathematics Department  
Volunteer Mid-South  
Volunteer Tennessee  
WKNO Partners Fund  
Womens Basketball Hall of Fame  
Women’s Foundation for a Greater Memphis  
WTCI-Greater Chattanooga Public Television Corp.  
YMCA, Downtown Memphis  
Young Womens Leadership Academy  
YWCA Greater Memphis
For more information

For specific guidelines and how to apply for support, please visit the BlueCross BlueShield of Tennessee website, bcbst.com. Full details are included under About Us > Community Relations. You may also contact:

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