

## Working together to build a healthier Louisiana



Helping coastal communities after the Gulf oil spill. Page 8.

**Corporate Social Responsibility Report**  
**2008-2010**

# Building a Healthier Louisiana

Our mission at Blue Cross and Blue Shield of Louisiana, as the state's oldest and largest health insurer, is to improve the lives of Louisianians. And a key part of that mission is our foundation. The Blue Cross and Blue Shield of Louisiana Foundation, a 501(c)(3) nonprofit organization, manages community outreach and charitable giving that enables more people in Louisiana to access healthcare.

We're using our strategic programs and community partnerships to build a healthier state, and I'm so happy to say that in the past three years, we've made great progress. This Corporate Social Responsibility Report highlights some of the efforts.

We hope you find this report helpful in understanding the many different ways Blue Cross supports Louisiana. And if you have ideas how we can do more, we want to hear them. We want to continue partnering with our communities to build a healthier Louisiana.

Sincerely,



Peggy Scott  
President, Blue Cross and Blue Shield of Louisiana Foundation

## About Our Organization

The Blue Cross Foundation is committed to improving health and education in Louisiana communities. We do it through charitable giving and two signature programs for Louisiana children:

**Grants to nonprofit organizations.** The Blue Cross Foundation provides more than \$1 million a year to organizations statewide, from community agencies to schools.

**Fighting childhood obesity.** Through an award-winning program called Smart Bodies, the Blue Cross Foundation partners with the LSU AgCenter to teach elementary school children and their families about healthy eating and exercise.

**Helping at-risk children.** Each year, the Blue Cross Foundation presents the Angel Award®, which includes a \$20,000 grant, to each of eight outstanding volunteers who improve the quality of life for Louisiana's children.

In addition to the Foundation, Blue Cross and Blue Shield of Louisiana gives back to communities in other ways:

**Employee volunteerism.** Blue Cross coordinates a league of enthusiastic employee volunteers called Team Blue, who donate their time and talents to nonprofits, charities and schools across the state.

**Employee giving.** In addition to giving time, Blue Cross employees give money and supplies to help Louisiana communities, and the company matches some donations dollar-for-dollar.

**Louisiana 2 Step®.** To reduce obesity in Louisiana, Blue Cross partners with Pennington Biomedical Research Center on a program that encourages two simple steps toward better health: eat right and move more.

**Community wellness.** Blue Cross sponsors health fairs, health literacy seminars, and charity runs and walks to encourage wellness in Louisiana communities.

# Meaningful Milestones: 2010

The only health insurer in the state with a foundation focused exclusively on Louisiana



Deployed resources to 12 coastal communities after the Gulf oil spill

More than 1,700 employee volunteer hours



\$160,000 presented to eight recipients of the 2010 Angel Award®

More than \$1.5 million in Foundation grants

More than 48,000 students participating in Smart Bodies to prevent childhood obesity



# Grants

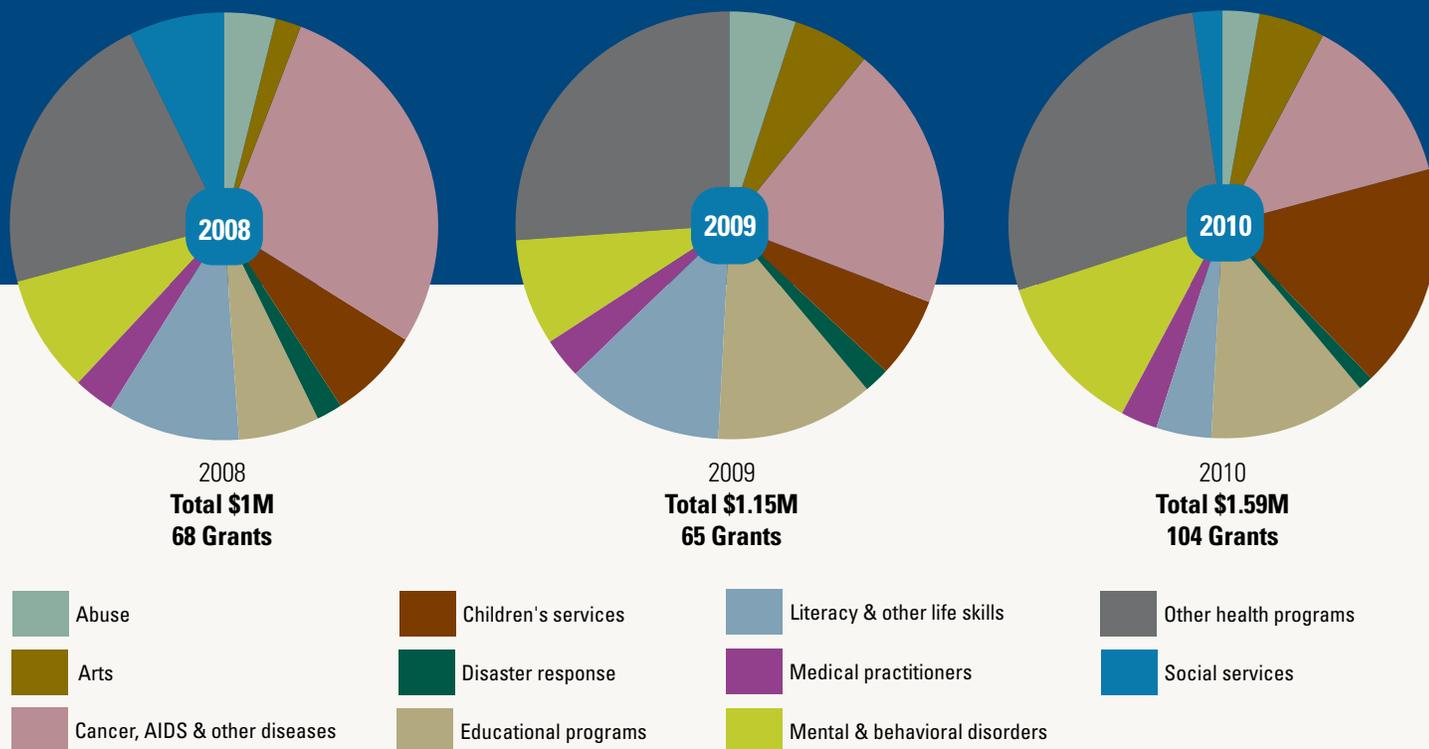
The Blue Cross and Blue Shield of Louisiana Foundation partners with community organizations to improve health and education throughout the state.

For our grants in health, we focus especially on organizations that improve public health, reduce barriers to care for the uninsured, or conduct research to prevent or cure disease. We give particular consideration to those that address specific populations, such as rural areas, children, seniors, or people who are at risk and underserved.

For education, we sponsor programs that help Louisianians learn ways to stay healthy and make wise decisions about their healthcare. Education-related programs also include those focused on health literacy and the training of medical professionals.

In the following three pages, see how a few Foundation grants are making a difference in Louisiana.

## Distribution of Foundation Grants



Does your nonprofit need help making a difference in Louisiana communities?  
Please contact the Blue Cross Foundation at 225.298.7979 or [foundation@bcbsla.com](mailto:foundation@bcbsla.com).

## ST. VINCENT DE PAUL COMMUNITY PHARMACY OF BATON ROUGE

Provides free prescription medicine and resources for those who can't afford to buy it

### ISSUE

Amid high unemployment, some Louisianians cannot afford the life-sustaining medications they need.

### BLUE CROSS INVESTMENT

\$24,000 to help provide medication for heart disease, high blood pressure and diabetes, as well as a pharmacy technician's salary.

### GOALS

- Help patients avoid life-threatening events caused by heart disease, high blood pressure and diabetes
- Improve patient health
- Reduce healthcare costs by preventing unnecessary emergency room visits

### OUTCOME

5,600 patients received free medication for heart disease, high blood pressure and diabetes during the grant period.



### IMPROVING AFFORDABLE ACCESS TO LIFE-SUSTAINING HEALTHCARE

When Deborah Cimra lost her job of 11 years due to the economic downturn, she also lost her health insurance. With her small unemployment check going to rent, utilities and food, she didn't know how she would pay for her diabetes and blood-pressure prescriptions.

Then she heard about St. Vincent de Paul Community Pharmacy.

"They were able to fill all my prescriptions for me at no cost," said Cimra, 57, of Baton Rouge. "It's been wonderful. I get my insulin, my Metformin, everything I need – even my test strips."

Cimra said the community pharmacy is a godsend.

"They treat you with kindness and respect; they don't make you feel like you're needy," she said. "I don't know what I would have done. I thank God every night for them."

*Deborah Cimra and pharmacist Charles Sides at the St. Vincent de Paul Community Pharmacy.*

## LEGACY DONOR FOUNDATION

Educates Louisianians about organ donation and strives to increase the number of registered organ donors

### ISSUE

In 2009, about 1,800 Louisianians were on the waiting list for an organ transplant.

### BLUE CROSS INVESTMENT

\$50,000 to help fund a public awareness campaign, including training to help the Louisiana Office of Motor Vehicles (OMV) educate motorists about organ donation and ask this important question: "Would you like to register as an organ and tissue donor?"

### GOAL

Increase the state's registered organ donors from 1.3 million to 1.5 million by March 2009

### OUTCOME

Surpassing the goal, the awareness campaign increased the state registry to more than 1.7 million names by March 2009.



## SUPPORTING EDUCATION & AWARENESS ABOUT ORGAN DONATION

Ronnie Dugas, 37, had been working with the Louisiana OMV for about 14 years, but he didn't know a lot about organ donation – not until the Legacy Donor Foundation launched its awareness campaign.

Since then, he's learned that organ donation doesn't cost anything, all major religions approve of it, anyone can potentially be a donor, and it can save lives or make them better. In addition to educating motorists about organ donation, Dugas even registered as a donor himself.

Then, bringing the story full circle, Dugas also became an organ *recipient*, receiving two cornea transplants related to an eye condition called keratoconus.

His personal experience helps him as he talks to motorists about becoming registered donors.

"Having a live human being who's had a transplant really helps the customer," Dugas said. "I've had a lot of no answers turn to yes."

*Ronnie Dugas at the Gonzales OMV.*

## MAMOU COMMUNITY HEALTH CARE CLINIC

Provides free, non-emergency medical services to qualifying residents of Evangeline Parish

### ISSUE

In Evangeline Parish, some low-income, uninsured or underinsured residents struggle to afford healthcare.

### BLUE CROSS INVESTMENT

\$25,000 (about 16 percent of the clinic's annual budget) to fund ongoing operations

### GOALS

- Increase paid and volunteer staffing
- Increase public awareness of the free clinic and serve more patients
- Increase capacity through community partnerships

### OUTCOME

During the grant period, the free clinic added paid and volunteer staff, served an additional 500 patients, and partnered with pharmaceutical companies to provide free medication samples and other assistance.



### IMPROVING AFFORDABLE ACCESS TO PREVENTIVE CARE

Nancy Soileau of Vidrine knows that preventive screenings and proper medications are a critical part of her healthcare. These services enable early detection and prevent little concerns from becoming big problems.

But Soileau doesn't have health insurance, which means her options for preventive care are limited. She could pay out of pocket to see a local doctor or take time away from her job to go to a charity hospital an hour away in Lafayette – but she can't afford to do either.

Thanks to the Mamou Community Health Care Clinic, she can receive annual preventive services such as pap smears and mammograms, plus medications – all at no charge.

"If it wasn't for this free clinic, I wouldn't be able to afford the medication with the little bit of money I make," said Soileau, 55. "I think it's wonderful for people who cannot afford insurance for whatever reason."

*Nancy Soileau (center) at Mamou Community Health Care Clinic with Dr. Gregory Savoy and Chief Executive Officer Vicky Hundley.*

# Bringing Hope to the Gulf Coast

In the wake of the April 2010 oil spill in the Gulf, people throughout Louisiana sought for some way to help the coastal communities in crisis. The Blue Cross Foundation stepped in to take a leadership role.

We unified organizations throughout Louisiana to form the *Our Home, Louisiana* Coalition, named after our state's message of unity and hope following hurricanes Katrina and Rita. Working together with these partners, we organized 12 "Coastal Care Fairs" in June and July that provided much-needed resources to coastal parishes.



## Coastal Care Fairs

### Resources provided

Health screenings  
Public health information  
Mental health counseling

Social services programs  
Job information  
Children's programming

### Communities

Boothville-Venice  
Chalmette  
Cut Off  
Grand Isle  
Harvey  
Houma

East Houma  
Lafitte  
Morgan City  
New Orleans  
New Orleans' Ninth Ward  
Thibodaux

### Coalition partners

About 20 organizations, including:  
Tulane University School of Medicine  
Magellan Behavioral Health  
Money Management International

Capital Area United Way  
Second Harvest Food Bank  
Department of Children & Family Services

## A Different Kind of Disaster

During the Coastal Care Fairs, Blue Cross surveyed local communities about the effects of the oil spill. Nearly 70 percent of respondents said they were affected by the spill, but in sharp contrast to Louisiana's other Gulf crises, very few reported property damage. Instead, the spill's greatest impacts were the loss of recreational outlets and the loss of emotional stability, followed by impacts on finances, jobs and health.

In response, Blue Cross worked with partners in the *Our Home, Louisiana* Coalition to address the needs. Magellan Behavioral Health, for example, offered a toll-free resource line for affected communities, and other Coalition partners used the research to develop new assistance programs.

# Our Home, Louisiana

COALITION



“With hard work and determination, Louisianians can overcome just about anything. And we, as a Louisiana company, want to help. That’s why we established the *Our Home, Louisiana* Coalition – to unite healthcare providers, nonprofits, government organizations, and others throughout Louisiana to help coastal communities recover from the oil spill.”

– **Mike Reitz**, president & chief executive officer, Blue Cross and Blue Shield of Louisiana



“We all wanted to do something to try and help out with the oil spill, and Blue Cross provided us with this opportunity. ... When you’re in the middle of it, I guess it’s somewhat hard to think clearly and know what to do and where to go for help. The people who were impacted by the oil spill that I talked to directly seemed to be very grateful for direction.”

– **Dixie Guisinger**, claims system development specialist, Blue Cross and Blue Shield of Louisiana



“As a broker in North Louisiana, I am so proud of Blue Cross for again taking the lead to help those less fortunate. I am very happy to represent such a great company.”

– **Hedy Hebert**, Benefit Consulting Services, Bossier City



“I was definitely interested in seeing that the people on the Gulf Coast had support and friends and they were not alone in trying to deal with this disaster. ... The events were very productive and a great learning experience for us as providers. At a minimum, it provided important frontline information for us to take back and think about for our future programs serving those target populations.”

– **Dr. Karen DeSalvo**, Tulane University School of Medicine, New Orleans



“These events brought organizations together, giving them an important opportunity to coordinate their efforts and talk about ways to help Louisiana communities.”

– **Cindy Hallam**, vice president of care management services, Blue Cross and Blue Shield of Louisiana

# Angel Award®

Continuing a 15-year tradition, the Blue Cross and Blue Shield of Louisiana Foundation in 2010 presented its signature Angel Award® to eight volunteers performing extraordinary work for Louisiana's at-risk children. The award included a \$20,000 grant for each honoree's nonprofit organization.



*Carolyn Myer*



"With the Angel Award, we strive to increase awareness of children's needs throughout the state – and provide much-needed resources to help address them."

– **Christy Reeves**,  
executive director,  
Blue Cross and Blue Shield of Louisiana Foundation

## Angel Award: 2010

**Honorees** 8

**Communities** Alexandria  
Baton Rouge  
Lake Charles  
New Orleans  
Shreveport  
West Monroe

**Grants** \$160,000

## The 2010 Angel Award® honorees:

**Stacey Debevec** – Co-founder of the Christus Cabrini Pediatric Therapy Center in Alexandria, which provides speech therapy, occupational therapy, and physical therapy for children with special developmental needs.

**Shelton Jones** – Co-founder of the Cinderella Project, which collects donated prom dresses and gives them to high-school students in financial need, while teaching young women the value of community service.

**Sal Miletello** – Founder of Fully Devoted Developer of Children (FDDOC) Winners' Circle Inc., providing after-school tutoring and enrichment opportunities for at-risk Shreveport youth.

**Anna Monhartova** – College student who founded A's & Aces, combining academics, tennis, and life skills to address the lack of safe after-school activities in New Orleans while improving student literacy.

**Carolyn Myer** – Founder and director of Key Foundations, a Montessori-oriented childcare center that nurtures the educational, emotional, social, and spiritual growth of low-income children in Baton Rouge.

**Christy Papania-Jones** – Established the St. Nicholas Center for Early Intervention in Lake Charles, providing affordable therapy to the underserved population of autistic and developmentally delayed children in southwest Louisiana.

**Dee Scallan** – Author of the “Moby Pincher” book series who teaches children about the geography and science of Louisiana, while encouraging them to create and illustrate their own stories.

**Jane Wholey** – Founder of Kids Rethink New Orleans Schools, a program that gives youth a voice in rebuilding New Orleans public schools that were nearly destroyed by Hurricane Katrina.



*Top: Christy Papania-Jones. Bottom: Students in Jane Wholey's Rethink program.*

**YouTube** Learn more about the 2010 Angels at <http://www.youtube.com/user/BlueCross>

### The Blue Angel Award – recognizing a Blue Cross employee

Since being diagnosed with rheumatoid arthritis in 1991, Robin Mayhall has worked to ensure that Louisiana arthritis programs – such as the Camp J.A.M. program for children with arthritis – continue to receive the support they need.

# Smart Bodies

Part of building a healthier Louisiana is addressing the problems that stand in the way, and one of those problems is childhood obesity. Overweight and obese children are at risk for type 2 diabetes, hypertension, depression, cardiovascular disease and other health problems.

That's why the Blue Cross Foundation partnered with the LSU AgCenter to develop Smart Bodies, a school-based program that teaches children in grades kindergarten through 5 about nutrition and fitness. The program integrates classroom activities with hands-on learning.



## Smart Bodies: 2010

|                 |        |
|-----------------|--------|
| <b>Schools</b>  | 121    |
| <b>Students</b> | 48,166 |
| <b>Teachers</b> | 2,015  |
| <b>Parishes</b> | 40     |



*A volunteer leads students through physical activities in the “muscle station” of the Louisiana Body Walk. This walk-through exhibit of the human body is one part of the Smart Bodies program. (Photo provided by LSU AgCenter Communications.)*

## SMART BODIES IS WORKING

Smart Bodies combines fun and education to address a serious health problem, and research shows that it’s working. Children who participate in the program are more likely to eat fruits and vegetables, and they better understand the benefits of physical activity. Meanwhile, parents who review body-mass-index (BMI) reports better understand their children’s weight and can help manage it. Teachers love the program too:

**Teacher:** Barbara Brown

**School:** Carter C. Raymond School, Lecompte

**What’s great:** Calci M. Bone and other educational characters called the OrganWise Guys. “It’s so exciting. It’s a hands-on thing. Even the teachers are excited.”

**What else:** Students are becoming interested in vegetables. “Some of these kids have never tried some of these vegetables. When they go into the cafeteria, they tell the lady to give them a taste.”

**Changing behavior beyond school:** “I was in Wal-Mart and one of my 5th grade boys was in there with an older gentleman. He comes up to me the next day and says ... ‘You know what I was doing in Wal-Mart? That was my step-dad and he just found out he had heart trouble and the doctor told him he had to eat healthy, so I was showing him the healthy foods to buy.’”

**Teacher:** Grace Savoie

**School:** Belle Rose Primary School

**What’s great:** Incorporating exercise into academic lessons. “We do ‘Wisercise!’ every day in math. They love it. It’s exercising their bodies and their minds. It’s a really good thing.”

**What else:** In the spirit of Smart Bodies, her class started a school garden. “We put a whole lot of emphasis on fruits and vegetables and eating healthy. The kids ate what we grew from the garden, and it was amazing because some of these kids had never eaten cabbage or broccoli before. They really, really liked it.”

# Community Outreach

## TEAM BLUE

In everything we do, Blue Cross and Blue Shield of Louisiana strives to be a valuable resource in Louisiana communities. One way we do that is through Team Blue, a league of employee volunteers who love giving back to Louisiana.

In 2010, Blue Cross employees spent more than 1,700 volunteer hours on more than 50 projects – from the Special Olympics to the American Heart Walk, from Baton Rouge to Shreveport.



**Kyle Savant**, programmer analyst, Baton Rouge:

"I enjoy getting involved in the community ... and seeing the difference you can make. It's a small difference, but a small difference can mean a lot when you have a lot of people participating."



**Bonnie Martin**, manager of office administration, Shreveport:

"I believe in our company's vision about being a good corporate citizen. Being in operation is not possible without our members and our neighbors and friends. So it [volunteering] is an opportunity for us to engage with the community and do what we can to bring about positive change."

### Does your organization need volunteer support?

Team Blue can lend a hand – actually, lots of hands. Please contact the Blue Cross Foundation at 225.298.7979 or [foundation@bcbsla.com](mailto:foundation@bcbsla.com).

## School Ties



Team Blue and the Blue Cross Foundation "adopted" Jefferson Terrace Elementary in East Baton Rouge – part of our efforts to support health and education in local communities.

From upkeep to school events, Team Blue volunteers provided manpower in 2010 that helped Jefferson Terrace improve its operations.

"They've always come out and worked when we need any kind of painting or cleaning," said Principal Debra Adebutu. "They've also participated in school functions like family nights, volunteering to serve food to the parents and students."

In addition to the volunteer support, the Blue Cross Foundation donated about \$9,000 in 2010 for the purchase and installation of a new ice machine, as well as wiring for new technology in the school's classrooms.

"The building is 51 years old, so we didn't have enough plugs or ports for the new technology we were trying to implement," Adebutu said. "It helps us to better educate our children when we have supporters such as Blue Cross and Blue Shield."

## WELLNESS SPONSORSHIPS AND FUND-RAISING

Under the leadership of Blue Cross President and CEO Mike Reitz, the March of Dimes' Capital Area March for Babies raised more than \$243,000 in 2010 to prevent premature births. Contributions from Blue Cross and employees totaled more than \$100,000 for the Louisiana March of Dimes.

For all of 2010, Blue Cross contributed more than \$750,000 in corporate sponsorships to support wellness initiatives in Louisiana.

## EMPLOYEE GIVING

The mission of Blue Cross is to improve the quality of life in Louisiana, and our employees believe in that mission too. In addition to giving their time through volunteer work, Blue Cross employees contributed more than \$80,000 in 2010 during the company's annual United Way campaign. Employees also gave cash and non-cash donations – such as food, toys and electronics – to other charitable organizations throughout the year.



Reitz kicks off the March for Babies campaign with Frankie Robertson (left), state director of the March of Dimes Louisiana chapter, and fund-raising committee chairwoman Latoya Middleton, of Blue Cross' marketing services and systems department.

## LOUISIANA 2 STEP®

To reduce obesity in Louisiana, Blue Cross continues to partner with Pennington Biomedical Research Center on a free, web-based motivational program about nutrition and exercise. Called Louisiana 2 Step®, this public health campaign encourages Louisianians to take two small steps to better health: eat right and move more. The program – at [www.Louisiana2Step.com](http://www.Louisiana2Step.com) and [www.2step4kids.com](http://www.2step4kids.com) – features healthy recipes, recommended restaurants, exercise suggestions, goal-setting tools and more.

## What's Next

Looking ahead, the Blue Cross and Blue Shield of Louisiana Foundation continues to build a healthier Louisiana. Through community outreach, charitable giving and our culture of social responsibility, we're striving to enable more people in Louisiana to access healthcare.

## **The Blue Cross and Blue Shield of Louisiana Foundation**

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