

A Legacy of Caring

REPORT TO THE COMMUNITY 2009



BlueCross BlueShield
of Oklahoma



A Message from Bert Marshall, President

BLUE CROSS AND BLUE SHIELD OF OKLAHOMA



At Blue Cross and Blue Shield of Oklahoma, we are more than Oklahoma's oldest and largest private health insurer. We strive every day to improve the present and future health care needs of all Oklahomans, as well as contribute to the state's economic well-being.

I am proud to be a part of Blue Cross and Blue Shield of Oklahoma's investment in health care. Throughout 2009, we donated approximately \$850,000 in grant money – including three grants to health care programs at Oklahoma State University, the University of Oklahoma and the University of Tulsa. In addition, we helped share a wellness message with our state's Hispanic population by printing 100,000 Strong and Healthy Oklahoma guidebooks in Spanish. Meanwhile our support of Variety Health Center's childhood obesity prevention program helped educate low-income families on the importance of nutrition and exercise.

Continuing our focus on the future, we provide free immunizations to Oklahoma children through the Oklahoma Caring Foundation's Caring Van Program. In 2009, we proudly celebrated this program's 10th anniversary and introduced a new Caring Van, which directly contributes to the health of children in the Tulsa metro area.

Our commitment to the health of Oklahoma is confirmed by our focus to employ fellow Oklahomans. According to an economic analysis, our company leaves a financial footprint on the state of \$530 million each year. As I like to say, we are Oklahomans serving Oklahomans.

As you will see, this year's community report focuses on our commitment to improving the health of our state. Together, we can leave a legacy of caring – impacting one Oklahoman at a time.

Best regards,

Bert Marshall, President

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A Legacy of Caring

It takes more than a one-time grant or community service project to make a lasting impression on the state of Oklahoma. Blue Cross and Blue Shield of Oklahoma (BCBSOK) is committed to leaving a legacy of caring by continuing to build ongoing relationships and funding health programs that will make a difference in the lives of Oklahomans for years to come.



INVESTING IN THE FUTURE

For BCBSOK, corporate giving is an opportunity to strengthen and enrich our communities while investing in the future of health care. We offer financial support to diverse programs and initiatives, giving priority to organizations that address health care issues, human service needs and economic empowerment at the local level.

EDUCATING THE NEXT GENERATION



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BCBSOK awarded **\$850,000** in grant money in 2009, including three grants to Oklahoma universities. Oklahoma State University received a **\$250,000** grant to endow scholarships for students seeking a degree in health promotion. This grant also updates the health promotion laboratory and creates an endowment that will fund additional maintenance to the lab in coming years. The University of Oklahoma received **\$250,000** for various health initiatives including the university's cancer institute and diabetes campaign. Additionally, the grant will help fund OU-Tulsa's Bedlam Clinic for patient care, diabetes services and a

pharmacist coordinator. A donation of **\$100,000** was given to the University of Tulsa School of Nursing Kendall Whittier Project, which incorporates three health activities: health screenings, health education and an exercise program. Investing in these universities will train the next generation to meet health needs of the future.



Supporting Local Efforts

Another example of our contributions includes funding Variety Health Center’s childhood obesity prevention program, which educates low-income families on the importance of nutrition and exercise. This **\$74,000** grant helped fund the salary for a full-time nutritionist, nutrition teaching models and simple exercise supplies for families. A **\$154,000** donation also was made to Gov. Brad Henry’s Strong and Healthy Oklahoma

initiative and funded the printing of 100,000 health guidebooks in Spanish. This effort was particularly needed, as Oklahoma’s Hispanic population has grown by more than 55 percent since 2000.

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programs allow us to teach healthy behaviors to students at an early age – in hopes of preventing lifestyles that are harmful and costly. OrganWise Guys’ lovable cast of organ characters delivers a child-friendly message of self-responsibility coupled with the knowledge to make healthy choices. Through the annual *Be Smart-Don’t Start!* Storyboard Contest, elementary students statewide learn about the dangers of tobacco and create their own idea for a tobacco-free commercial. More than **500,000** storyboards have been distributed to Oklahoma children since the contest began in 2004.

EMPOWERING OUR YOUTH

At BCBSOK, we also invest in the future of Oklahoma’s youth through our school-based programs such as OrganWise Guys and *Be Smart-Don’t Start!* These



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CARING FOR THE UNINSURED

BCBSOK continues to provide primary funding for the Oklahoma Caring Foundation, which offers Oklahoma children free vaccinations, education and access to basic health care. The foundation's Caring Van Program celebrated its 10th anniversary in 2009 and has traveled the state providing immunizations to more than 130,000 children throughout the

decade. In addition, a new Caring Van was purchased by Morningside Healthcare Foundation this past year to aide the program in reaching Tulsa-area families.

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We continue to provide coordination of the foundation's major fundraisers each year – Champions of Health and Capitol Challenge. The Champions of Health awards program provides recognition and support for those working to improve Oklahoma's health and encourages others to follow their lead. Capitol Challenge is a run/walk designed to encourage both competitive runners and families to make healthy lifestyle choices.



The Capitol Challenge run at the State Capitol doubled in participants in 2009.

IMPROVING THE HEALTH OF OKLAHOMANS



Burns Hargis, president of Oklahoma State University, delivered the keynote address during the Champions of Health awards program.

BCBSOK was honored to sponsor a unique program that educates Native American youth on healthy diet and exercise choices. Through funding the Indian Health Care Resource Center summer camps, we helped reach out to their pediatric patients – 47 percent of whom are either overweight or obese.

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For more than 10 years, BCBSOK has partnered with the Oklahoma Lions Clubs to keep the Mobile Health Screening Unit traveling the state. This unit provides communities with a variety of screenings – including vision, glaucoma, blood sugar, blood pressure, bone density, cholesterol and lung capacity.



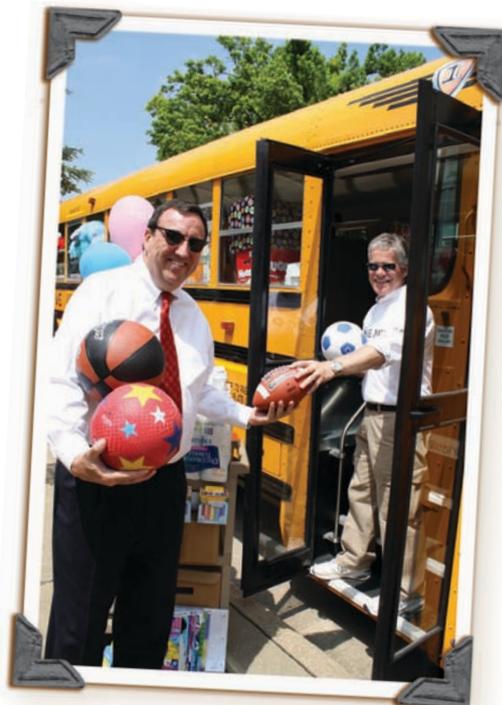
BCBSOK contributed \$41,000 to the American Heart Association through our involvement in the 2009 annual Heart Walk.

\$530 MILLION ECONOMIC IMPACT

BCBSOK strives to put the “unity” in community. One of BCBSOK’s defining characteristics is our corporate presence across the state where we live and work. We proudly began 2009 with the reveal of our new customer service center – a renovated building in Tulsa that had previously sat vacant. This bustling new facility now employs more than 400 customer service representatives and support staff. A 2009 study conducted by the Tulsa Metro Chamber revealed our financial footprint on the state to be **\$530 million** each year. We know there is great value in keeping jobs local and employ nearly **1,200** Oklahomans.

Our employees play a large role in our community efforts. In 2009, the company raised more than **\$393,000** for United Way agencies in Oklahoma City and Tulsa. An additional **\$41,000** was raised for the American Heart Association through our involvement in its annual Heart Walk.

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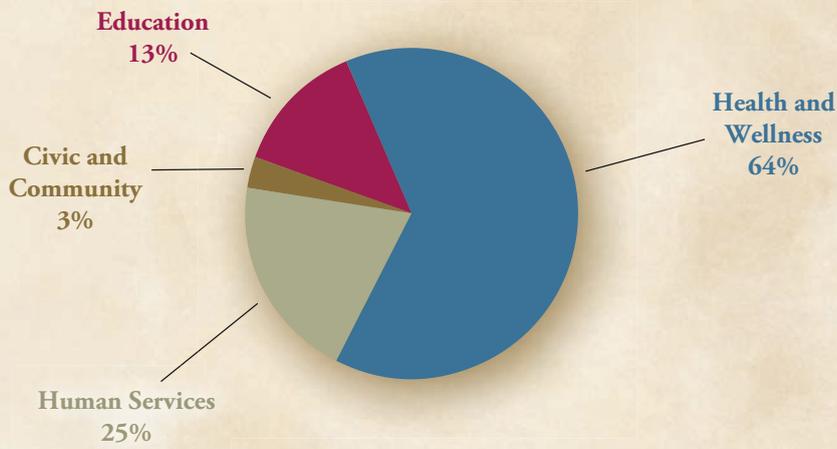
VOLUNTEERING IN OUR COMMUNITIES

Our volunteer program, Blue Corps, was purposely constructed to align with our corporate community involvement strategy, which focuses on improving community health and wellness. Through Blue Corps, employee volunteer hours are matched by corporate contributions. For every verified volunteer hour an employee spends with a community partner – or with a 501(c)(3) for corporate volunteer events – BCBSOK contributes \$20 per hour to the designated organization, up to \$2,000 annually.

Since launching in April 2008, Blue Corps has continued to gain momentum. Thousands of employee volunteer hours were recorded in 2009, and contributions were made to 41 community partners across the state.

These are only a few of the many ways BCBSOK reaches out to its communities and invests in the health of Oklahoma – one of the many ways we create a legacy of caring. Our hope is that we can build upon our heritage of making a positive difference in the lives of others, thereby helping to create a healthier, more positive future for us all.

2009 Charitable Giving by Category



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Blue Cross and Blue Shield of Oklahoma is a division of Health Care Service Corporation (HCSC),
the country's largest customer-owned health insurer and fourth largest health insurer overall.
HCSC is a Mutual Legal Reserve Company and an Independent Licensee of the Blue Cross and Blue Shield Association.