

Committed to Tribal Communities Across the State



BlueCross BlueShield of Oklahoma



Commerce & Overview



Children play at Oklahoma City Indian Clinic's T.U.R.T.L.E. Camp.

At Blue Cross and Blue Shield of Oklahoma (BCBSOK), we are committed to investing in programs that enrich the health, well-being and quality of life for Oklahomans. By investing in our community, we are creating an overall healthier environment, improving quality of life and leaving a healthy legacy for Oklahoma's children. We believe that working with tribal partners will benefit the entire state and help support healthier generations.

Indian Health Care Resource Center of Tulsa, Inc.

BCBSOK's contributions to Indian Health Care Resource Center of Tulsa, Inc. (IHCRC) include grant funding to help further their reach to provide health services to tribal citizens in northeastern Oklahoma. The organization strives to provide quality, comprehensive health care to American Indians of all ages, in a culturally sensitive manner that promotes good health, well-being and harmony. Grant funds donated by BCBSOK are used to support **IHCRC's Youth Wellness Camps**, which have helped reduce childhood diabetes and obesity rates in the tribal youth who participate each year.

Since 2008, IHCRC has received numerous grants through BCBSOK's Healthy Kids, Healthy Families® (HKHF) initiative. HKHF is a grant program designed to improve the health status of children and families through community investments. HKHF is a signature program of BCBSOK and is part of an ongoing commitment to invest in and partner with nonprofit organizations that offer sustainable, measurable programs that reach children and their families in the following areas: nutrition, physical activity, disease prevention and management, along with supporting safe environments.

Oklahoma City Indian Clinic

BCBSOK's support of the Oklahoma City Indian Clinic (OKCIC) includes a recent grant to help fund the **Project POWER: Fitness** program, which provides opportunities for wellness, health education, exercise and recreation to tribal families in central Oklahoma. The **Project POWER: Fitness** program includes a variety of activities, including an after school program, rock climbing, garden club, sports clinics, family bike night and family fun night. The grant also supports OKCIC's week-long T.U.R.T.L.E. Camps, which are held during the spring, summer and fall school breaks. T.U.R.T.L.E. stands for Teaching Urban Roads to Lifestyle and Exercise. T.U.R.T.L.E. camps are offered at no cost to clinic patients ages 6 to 17.

Content and photos compiled from activities and programs from 2014 through 2015.

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Native Youth Preventing Diabetes

In 2015, BCBSOK was a sponsor of Native Youth Preventing Diabetes (NYPD), an annual health and wellness education summer camp for American Indian youth. More than 1,500 native youth have attended the camp since its inception in 2002. NYPD grant funding, from organizations like BCBSOK, allows children to attend camp at low or no cost to their families.

KaBOOM!

BCBSOK partnered with KaBOOM!, a national nonprofit dedicated to bringing balanced and active play into the daily lives of all kids. BCBSOK has provided KaBOOM! playgrounds and products for children throughout the state of Oklahoma. In early 2015, BCBSOK donated a KaBOOM! Imagination Playground to FireLodge Children & Family Services in Shawnee, which primarily serves the Citizen Potawatomi Tribe. BCBSOK also donated an Imagination Playground to Great Plains Youth & Family Services, Inc., which was partnered with the Kiowa Tribe of Oklahoma's Child Care Center. The Imagination Playground benefits the tribe's Child Development Center, which serves more than 100 children each year. An Imagination Playground is a collection of custom-designed oversized blue foam building blocks, which provide a changing array of elements that allow children to turn their playground into a unique space continuously built and re-built by their imagination.

More Choices. More Coverage.

BCBSOK has served the health care needs of Oklahomans for 75 years. As the state's largest health insurer, we provide our tribal partners with quality service, brand strength and network availability.

Service:

- BCBSOK responds to the local needs of American Indian communities.
- Employers with BCBSOK coverage receive personal, face-to-face support in their own communities.
- BCBSOK's customer service delivers high client and member satisfaction.

Coverage:

- Tribal businesses can be confident in the stability BCBSOK offers in employee health plans.
- BCBSOK offers valuable benefit packages, which help attract and retain employees.
- The Health Insurance Marketplace gives American Indians special help to sign up and purchase individual plans.

Network:

- BCBSOK has in-network provider access in all 77 Oklahoma counties.
- BCBSOK PPO members have nationwide access to network providers via BlueCard® and global access through BlueCard Worldwide®.



Kids enjoy a game of stickball at the annual Native Youth Preventing Diabetes Camp in northeastern Oklahoma. BCBSOK sponsored the program in 2015.

Culture



BCBSOK employees volunteer at Riverside Indian School's health fair in Anadarko.

Employee Engagement

BCBSOK is committed to celebrating our state's rich cultural history and recognizing the diversity of our employees. One way we do this is through our Business Resource Groups (BRGs). These internal groups help us enhance the personal and professional understanding of the cultures represented among our employees. BRGs consist of employees representing different backgrounds, interests and ethnicities, and membership is open to everyone. The BRGs provide employees with support and opportunities to grow professionally.

Our tribal BRG, Native Americans in Progress (NAIP), helps promote and support diversity in the workforce by encouraging Native American employees to serve in leadership roles, through community involvement and volunteering. NAIP members gather throughout the year to participate in events across the state, including: National Congress of American Indians, Cherokee National Holiday, Oklahoma City Indian Clinic's T.U.R.T.L.E Camp, Riverside Indian School, Muscogee (Creek) Nation Annual Festival, Indian Health Care Resource Center of Tulsa's Summer Wellness Camps and the Red Earth Parade.

An annual Native American Employee Art Contest allows BCBSOK employees to submit artwork to be judged by a peer committee. The contest includes submissions from employees at all three BCBSOK offices and winning artwork is displayed at the employees' respective office location.



BCBSOK employee, Native Americans In Progress Business Resource Group member, and Cherokee Nation citizen Pamela Burton shows her winning artwork in the annual Native American Employee Art Contest.

Committed to Culture

BCBSOK understands that a natural extension of our efforts to help improve the health and wellness of American Indians is to support the communities where they live and work. Through cultural and community involvement, we strive to improve the quality of life for all Oklahomans, now and for generations to come.

BCBSOK has worked with the Indian Health Care Resource Center of Tulsa, Inc. (IHCRC) for nearly a decade to support tribal initiatives throughout the Northeast Oklahoma area. In 2014 and 2015, BCBSOK employees volunteered at the IHCRC Youth Wellness Camps. Along with representatives from the WNBA's Tulsa Shock, BCBSOK employees exercised with the children while helping to teach them the importance of leading a healthy lifestyle and making healthy choices.

In 2014, IHCRC recognized BCBSOK as its Circle of Life Community Partner, given to companies that demonstrate a generous spirit and genuine concern for the American Indian community of Oklahoma. Circle of Life Community Partners have served as an integral partner in ensuring quality health care for those served by IHCRC each year.



BCBSOK employee, Native Americans In Progress Business Resource Group member, and Kiowa Tribe of Oklahoma member Elizabeth Battiest teaches a traditional dance to tribal youth attending the Indian Health Care Resource Center of Tulsa, Inc.'s Youth Wellness Camps.

BCBSOK served as the presenting sponsor of IHCRC's largest annual fundraiser, Dance of the Two Moons Gala, in 2014 and 2015. For the 25th annual "Silver Anniversary" in 2015, BCBSOK's Divisional Senior Vice President of Health Care Delivery and Chief Medical Officer, Joseph R. Cunningham, M.D., served as an honorary chair with his wife, Mary.



Paula Huck, BCBSOK Director of Community Affairs, is presented with the 2014 Circle of Life Community Partner award by Carmelita Skeeter, Indian Health Care Resource Center of Tulsa, Inc. Chief Executive Officer.



Mary Cunningham and husband Joseph R. Cunningham, M.D., BCBSOK's Divisional Senior Vice President of Health Care Delivery and Chief Medical Officer, served as honorary chairs for the 2015 Dance of the Two Moons Gala, benefiting Indian Health Care Resource Center of Tulsa, Inc.

Community



Bev Binkowski, BCBSOK Vice President of Government Relations and Public Affairs (left) with Lesa Shaw and Governor Edwina Butler-Wolfe from the Absentee-Shawnee Tribe (center) along with BCBSOK's Lucinda Myers and J.T. Petherick, at the BCBSOK Oklahoma City office.

BCBSOK has been committed to the health of Oklahomans for more than 75 years. Everything we do is guided by our core purpose: To do everything in our power to stand with our members in sickness and in health®. BCBSOK is dedicated to partnering with tribal nations and partners across the state in an effort to improve the overall health and well-being of Oklahoma's American Indian population.

On the Road to a Healthier Oklahoma

In 2015, BCBSOK launched the Mobile Assistance Center (MAC), which focuses on reaching individuals in rural Oklahoma and tribal citizens across the state. The MAC consists of a large cargo van, a fully equipped mobile kiosk, and a team of community outreach specialists and customer service advocates, ready

to assist multiple people at once in a face-to-face setting. The MAC travels to community events and locations throughout Oklahoma to help individuals with health insurance enrollment, education and customer service.

With its unique mobile capabilities, the MAC is the perfect way for BCBSOK to reach Oklahomans in rural and tribal parts of the state. In times of natural disasters or emergencies, the MAC can be activated as a mobile response unit and can travel to a central location to assist members and non-members with insurance needs, prescription refills, member ID card replacement, a cell phone charging station and a Wi-Fi hot spot. The MAC features six docked iPad stations, a large television screen and audio output so critical messages can be displayed.

The goal of the MAC is to enhance BCBSOK's presence in all of Oklahoma's 77 counties by meeting members and potential members where they live and work. It is especially helpful to residents in rural and tribal parts of the state who may not have sufficient access to health information and insurance assistance.

The MAC has participated in a variety of tribal-focused events, including the Oklahoma City Indian Clinic Women's Health Fair, the Red Earth Parade, the 7th Generation Conference and the Muscogee (Creek) Nation Festival Health Fair. The MAC team is experienced in providing assistance to Oklahoma's tribal citizens, who have the ability to enroll in coverage on the Health Insurance Marketplace at any time of the year, even outside of the standard Open Enrollment Period. Since its inception, more than 40 percent of the MAC's total outreach has been in tribal communities across the state.



Improving Oklahoma's Health, One Child at a Time

The Oklahoma Caring Foundation is a nonprofit 501(c)(3) organization funded by community contributions and administered by Blue Cross and Blue Shield of Oklahoma as an in-kind donation. The foundation's mission is to provide Oklahomans access to preventive health services.

The signature program of the Oklahoma Caring Foundation is the Oklahoma Caring Van Program, which provides immunizations to qualified children across the state, including those who are uninsured, Medicaid-eligible or American Indian. This program is supported by BCBSOK employees and generous corporate, foundation and community supporters.

The Oklahoma Caring Van Program began in 1999 and provides immunizations to protect children and adolescents from dangerous illnesses at no cost to their families. The program is uniquely designed to eliminate barriers that commonly prevent children from receiving on-time, age-appropriate immunizations in traditional health care settings. The Caring Vans travel to licensed childcare centers, schools and community locations statewide. In 2015 alone, 14,632 Oklahoma children were immunized through the Oklahoma Caring Van Program. The Caring Vans also provide immunizations to adults in times of emergency. In all, more than 3,819 adults were immunized through the vans in 2015.

Over the past decade, the Oklahoma Caring Foundation has formed unique arrangements with two tribal nations and with the Oklahoma City Area Inter-Tribal Health Board (OCAITHB). These particular Caring Vans serve tribal and non-tribal members in their jurisdictions and communities, while continuing to work with tribal governments and organizations dedicated to serving native people through self-operated van operations.

Each of the Oklahoma Caring Van Program's tribal partnerships is unique and crafted in tandem with the tribal nation to address the specific health needs and preventive health services in their geographic area. The Caring Vans offer an individualized set of mental and preventive health services, guided by the tribe's direction and resources.

Choctaw Nation

In 2012, the Oklahoma Caring Foundation placed a Caring Van under the management of the Choctaw Nation of Oklahoma and Choctaw Nation Health Services. The unit serves tribal and non-tribal citizens in a 10.5-county area in southeast Oklahoma, offering immunizations, oral health screenings, fluoride varnishes, blood pressure screenings, head lice checks and BMI screenings.

Oklahoma City Area Inter-Tribal Health Board

The Oklahoma Caring Van Program launched a new Caring Van in partnership with the OCAITHB in January 2015. This unit travels throughout the state providing an array of preventive health services including immunizations, oral health screenings, fluoride varnishes and wellness education to members of tribal nations.

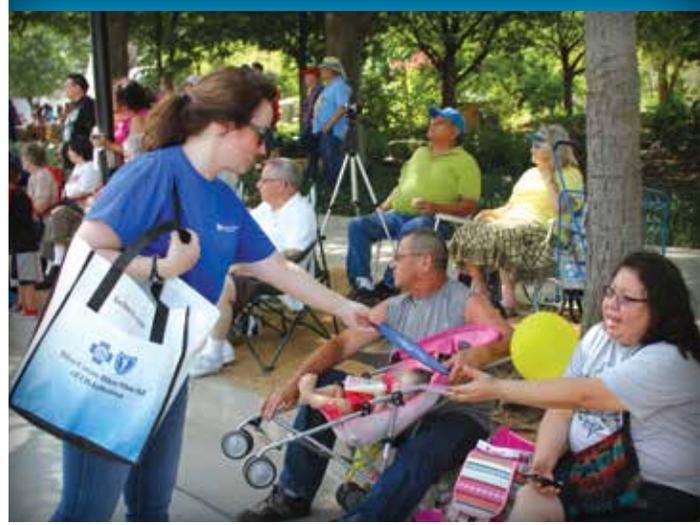
Chickasaw Nation

The Oklahoma Caring Foundation and the Chickasaw Nation initiated service aboard a new Caring Van in June 2015. The unit serves a 13-county area in south-central Oklahoma with immunizations, oral health screenings, fluoride varnishes, and wellness education. It welcomes native and non-native residents within its jurisdiction.

To learn more, visit bcbsok.com



Chickasaw Nation Caring Van dedication in Ada with Chickasaw Nation employees, Governor Bill Anoatubby, BCBSOK employees and Oklahoma Caring Foundation employees.



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