



# *A Legacy of Caring*

REPORT TO THE COMMUNITY – 2009



BlueCross BlueShield  
of Texas



*A Message from J. Darren Rodgers, President,  
Blue Cross and Blue Shield of Texas*

**E**fforts by the federal government to reform health care took center stage during 2009 and the potential for change continues into 2010. With 45 million uninsured Americans, steadily rising health care costs and unprecedented economic challenges, Blue Cross and Blue Shield of Texas believes the time is right for health care reform that will lower the cost of health care, improve the quality and safety of care and ensure that all Americans have health insurance.



As president of the largest health insurer in the state, I feel a special commitment to our members in times of such uncertainty. That's exactly why Blue Cross and Blue Shield of Texas is taking action to change the incentives currently driving the health care delivery system. We're pursuing a number of initiatives to reward physicians, hospitals and other providers for delivering appropriate, cost-effective care. For example, we've converted over 30 percent of our physician agreements to pay for performance programs that reimburse physicians for providing the right care in the right place at the right time. Also, we've partnered with other organizations such as Bridges to Excellence to recognize and reward physicians for better management of patients with chronic illnesses.

Despite the challenges of a recession that strongly impacted the economy in 2009, I am pleased to report that Blue Cross and Blue Shield of Texas grew stronger. Our membership exceeded 4.5 million at the end of 2009 and growth in our provider network kept pace in order to provide superior access to affordable care for our members.

In the following pages, you'll read about initiatives and programs we've supported, and targeted charitable investments in our communities that increase access to health care and improve our state's overall health, well-being and quality of life.

A handwritten signature in black ink, appearing to read "J. Rodgers".



## *A Legacy of Caring*

**M**aking Texas communities a better place to live, work and raise healthy families is a commitment Blue Cross and Blue Shield of Texas (BCBSTX) takes seriously. For more than 80 years, BCBSTX and its employees have made a commitment to building healthier communities in all 254 Texas counties.

Today, we continue to collaborate with community organizations that have a significant track record of promoting health and wellness across our state. We are proud to feature some of the experiences and collaborations we have shared with community partners over the past year as we provide funding, employee volunteerism and a variety of support required to build a legacy of caring across our state.

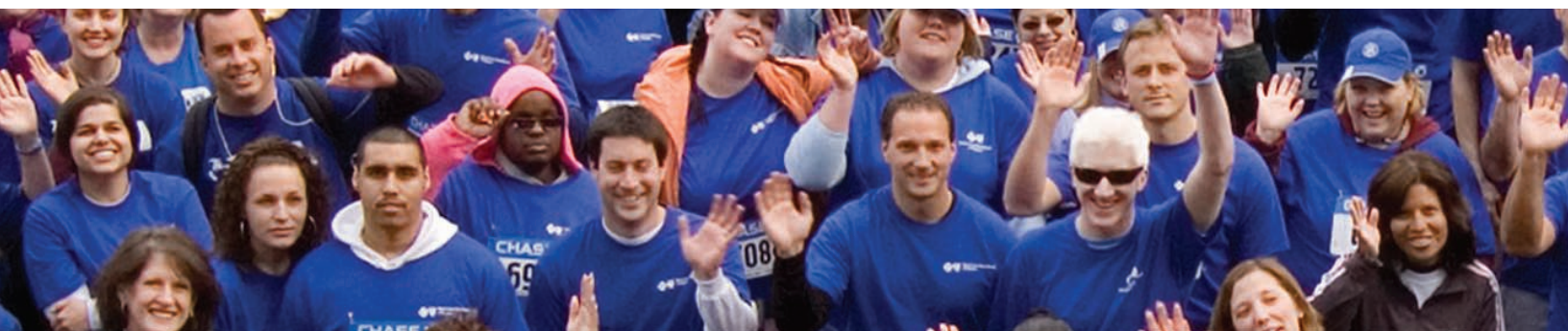


### *Corporate Giving*

BCBSTX was pleased to award grants of \$3 million to more than 250 Texas organizations in 2009. Many of the BCBSTX funding recipients are committed to providing access to care to disadvantaged populations.



For example, Gateway to Care (GTC), a Houston-based nonprofit organization, has created a collaborative of more than 165 public and private safety net health systems, coalitions, advocacy groups and social service providers working together to assist a population of approximately 2.2 million who are medically indigent. GTC continues to open the doors to health care access for the uninsured and underinsured residents of the Houston/Harris County region. Involved since its start-up in 2000, BCBSTX spearheaded an effort to recruit specialists for the GTC volunteer physician specialist network and is still involved today.



Another valuable community partner, given the prevalence and the rate of growth of diabetes, is the American Diabetes Association. For the first time in 2009, BCBSTX became the presenting sponsor of an innovative program aimed at reaching individuals in the Hispanic community with diabetes prevention, early diagnosis and disease management information and resources. This fall event, FERIA de Salud: “Por tu Familia (For Your Family),” has reached more than 25,000 in the Hispanic community. The program provided ongoing workshops and festive activities throughout the year in addition to its signature health fair event. Targeted at individuals who are at-risk and those living with diabetes, Por tu Familia used grant funds to spread the message of making healthy food choices and being physically active directly to Hispanic communities in North Texas.

Also for the first time, BCBSTX served as presenting sponsor of an American Diabetes Association initiative — “Live Empowered.” The program is committed to providing culturally relevant programs to African-American communities using the strong bond between African-American churches, sororities and community organizations in North Texas to deliver messages that raise awareness of prevention, the importance of early diagnosis and management of diabetes.

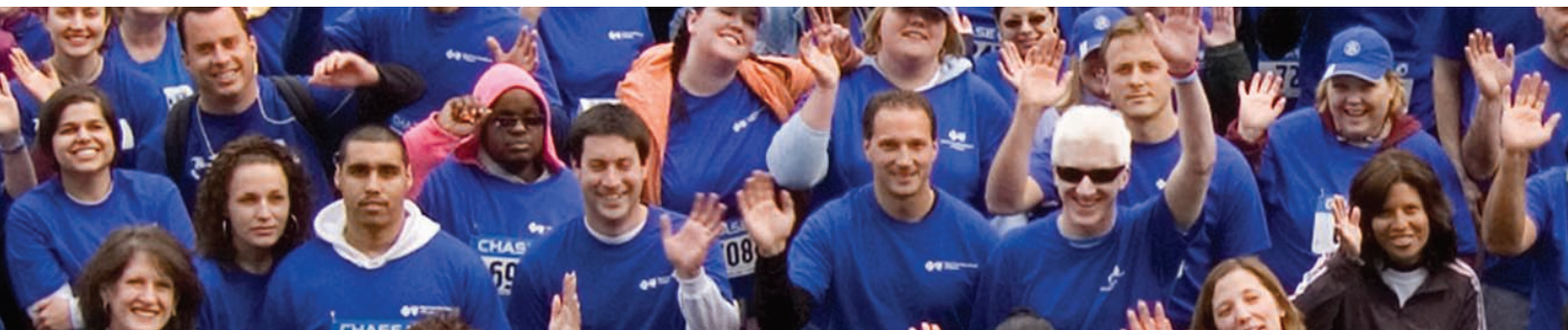
## *People Make the Difference*

A central part of the BCBSTX philosophy is our strong commitment to giving back to the communities where we live, work and do business. In 2009, our employees adopted a school and donated school supplies and basic clothing items to elementary students as its primary holiday season community volunteer effort. However, on a year-round basis, BCBSTX employees donated a total of 6,397 hours of their time to 79 organizations across Texas primarily through our Blue Corps Volunteer Program.



The Blue Corps Volunteer Program is an extension of our commitment to build relationships with our members and health care providers. The more we accomplish through this very personal program, the more we are aware that the success of our Blue Corps Volunteer Program depends on the many employees who volunteer their personal time supporting a wide variety of important causes. The goal of Blue Corps is to organize our individual and collective energies to make a positive difference in the lives of others, thereby helping to create a healthier, more positive future for us all.

In addition to the collective activities, BCBSTX employees also teamed-up with KaBOOM!, a national nonprofit organization that envisions a great place to play within walking distance of every child in America. KaBOOM! brings communities together to build playgrounds. In October 2009, local BCBSTX employees joined hundreds of volunteers, residents of the community, local officials, the Blue Cross and Blue Shield Association and KIPP Explore Academy to help build a playground in a Houston inner-city neighborhood.



## Community Outreach

Providing support to worthy causes is a significant part of the Blue Cross legacy of caring. In 2009, BCBSTX continued its support of more than 250 charitable organizations that also adhere to our mission of promoting health and wellness and outreach to disadvantaged children in our state. In addition to funding, BCBSTX sponsored, participated and collaborated with many of our neighbors, including the following organizations and their respective events.

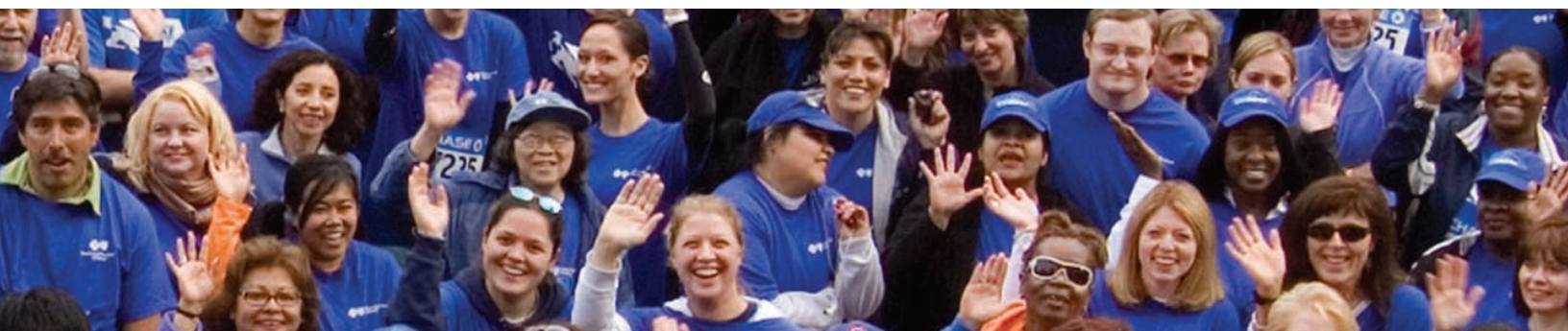
### TEXAS ROUND-UP

Because of the rising rate of obesity in Texas, we understand the need to support programs that increase awareness that physical activity, and healthy food and lifestyle choices are essential to everyday living. The growing impact of obesity on Texas families' quality of life and their economic well-being are significant reasons why we have supported the Texas Round-Up 10K-5K-Family Mile race and fitness festival since it was launched by Gov. Rick Perry in 2004. The race, which is held annually in downtown Austin, Texas, is focused on catering to all physical activity levels from the serious runner to the beginning walker. In 2009, 6,400 people participated in the Texas Round-Up 10K-5K-Family Mile event.



### TEXAS CASA

Every year, Texas CASA provides training, funding and technical assistance to bring support to children who have been removed from their homes due to abuse or neglect. This non-profit organization provides volunteer CASAs (court appointed special advocates) who are appointed by judges to become an independent voice for a child on their journey to a safe home. BCBSTX was proud to continue its support of the "Speak-Up for Kids" 5K series in 2009 to fund this important effort on behalf of Texas children. Our support has grown to include the commitment of employee volunteers as well as financial support. In 2009, CASA held 17 races in this 5K series, with more than 4,500 runners and walkers participating.



## CARING FOR CHILDREN FOUNDATION

One of the most direct, simple and least expensive ways BCBSTX collaborates with the community to build healthier futures for medically underserved families in Texas is by immunizing children. The Caring for Children Foundation is a nonprofit organization

founded in 1991. Through its Care Van program, the foundation helps to provide free childhood vaccines to uninsured and underinsured children throughout Texas.



The foundation's Care Van Program was especially important in 2009 due to the need for immunization against H1N1. The Caring for Children Foundation of Texas screened 66,685 children and provided 118,250 free immunizations in 2009.

The Care Van Program operates a fleet of 10 vans, servicing the medically underserved throughout the state with vans located in Dallas, Houston, Austin, San Antonio, Amarillo and El Paso. The vans reach out to those who have the greatest needs by visiting them in their communities at locations, including churches,

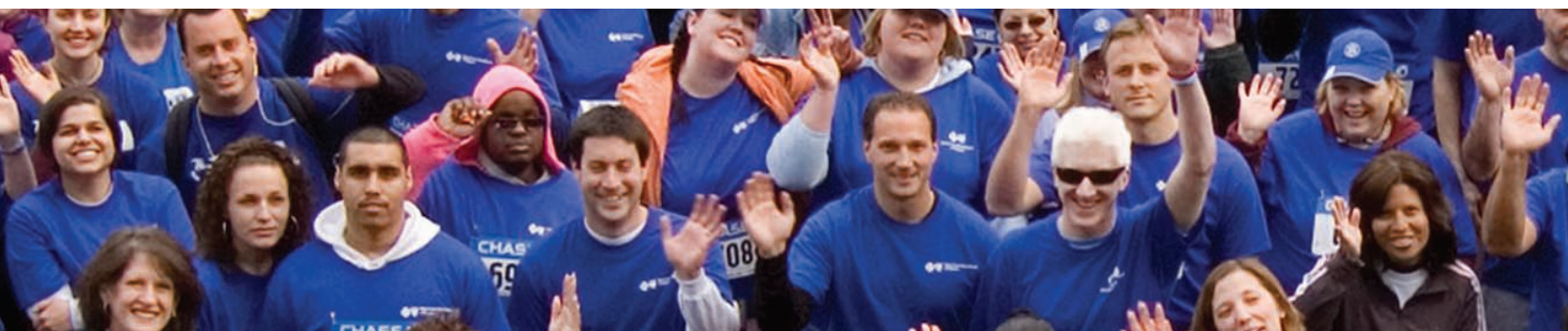
schools, restaurants, shopping centers, recreational centers, public housing and community events. In addition, BCBSTX continued to provide primary administrative support to the foundation so that 100 percent of all donations and sponsorships could directly support the Care Van Program.

## MARCH OF DIMES

BCBSTX supported the March of Dimes in 2009 by sponsoring events such as its March for Babies walk and Signature Chef Auctions across the state. A long-established nonprofit organization, the March of Dimes is well known for its mission of improving the health and well being of babies by preventing birth defects, premature births and infant mortality. We assisted the organization's mission through employee participants at its statewide events and funding.

## AMERICAN HEART ASSOCIATION

Heart disease is still the No. 1 killer in the United States. That makes our continued support of the American Heart Association (AHA) a high priority. In 2009, BCBSTX sponsored the American Heart Association Start! Heart Walks across the state. As the American Heart Association's signature fund-raising event, the Start! Heart Walk hosted more than 25,000 walkers in the Dallas area in 2009 to raise funds to support cardiovascular research as well as educational programs. BCBSTX was also pleased to expand its collaboration with the AHA by qualifying to receive its Fit Friendly designation, which recognizes employers who champion the health of their employees by creating physical activity programs within the workplace.



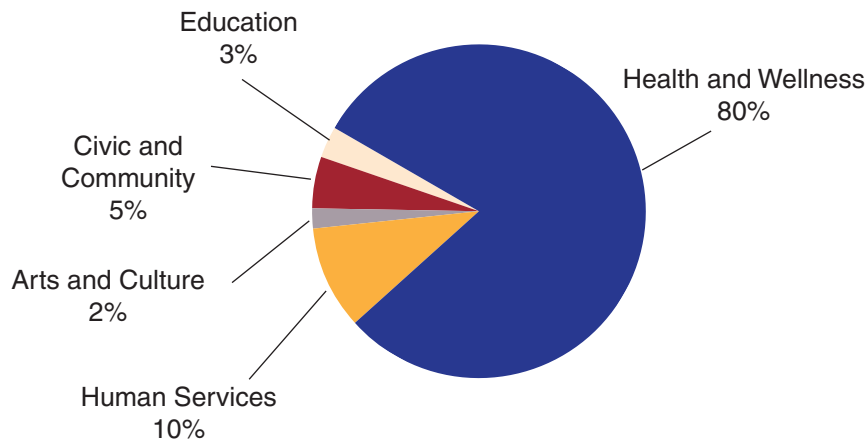
## MARATHON KIDS

BCBSTX is a major supporting sponsor of Marathon Kids. In 2009, we completed our third year of sponsorship, with events in Austin, Dallas and Houston.

Marathon Kids is a free, six-month activity and nutrition program that helps kids who are most vulnerable to childhood obesity (K-5th graders), increase their physical activity by walking or running 26.2 miles, so that they complete a marathon in small increments over a six-month period. Through the program, they also learn to make healthy choices for a lifetime. More than 127,000 students participated in 2009.



## 2009 Charitable Giving by Category



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Blue Cross and Blue Shield of Texas 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.