Blue Cross Blue Shield of Massachusetts Releases Corporate Citizenship Report Highlighting 75–year legacy of Community and Economic Leadership

BOSTON — August 1, 2013 – Blue Cross Blue Shield of Massachusetts (BCBSMA) today released its annual Corporate Citizenship Report detailing the economic and community contributions that the largest, taxpaying, not-for-profit health plan in Massachusetts made throughout 2012.

"Our partnerships with nonprofit organizations across the state are making a measurable and sustainable impact in the areas of healthy child development, education enrichment, healthy environments and family nutrition, and sustainable health care," said Andrew Dreyfus, President and CEO of BCBSMA. "In 2012, we celebrated 75 years in business by continuing our work to strengthen and empower children and families to thrive, learn, and lead healthy lives."

Highlights from the BCBSMA 2012 Corporate Citizenship Report include:

Community Investments

- Invested $6.3 million throughout the state in more than 560 nonprofit organizations - positively influencing the lives and neighborhoods of Massachusetts residents. Examples include:
    - Onetime $75,000 — 75th Anniversary Grant provided to four Massachusetts nonprofits, Urban Food Initiative; Holyoke Food and Fitness Policy Council; Project Bread in partnership with Lynn Economic Opportunity, Inc.; and Boston Natural Areas Network, to address nutrition with young children.
- The Blue Cross Blue Shield of Massachusetts Foundation continued to make an impact in 2012. Examples include:
    - Awarded $3.47 million in grants to 83 community-based organizations, health centers, and hospital-based programs to expand coverage and address affordability.
    - Produced 22 publications that furthered the state's knowledge base on affordability, coverage, and the state's Medicaid program, MassHealth.

Civic Engagement

- More than 3,000 associates, known as BlueCrew, performed more than 26,600 hours of volunteer service - valued at nearly $1 million.
- On September 25, 2012 nearly all of our 3,500 associates energetically took part in our second annual Service Day: One Community. One Blue. The day united our associates and community partners to make a difference in communities across Massachusetts. This years' Service Day is on September 18. Click here to view last year's video.
- BCBSMA associates also made an impact through mentoring and skills-based volunteer programs.

Environmental Sustainability

- In 2012, BCBSMA won the Healthcare & Biotech Recycling Award from MassRecycle and launched environmental sustainability initiatives that incorporate new ideas about the connection between our health and the health of our planet including:
    - Conducted our first greenhouse gas inventory to guide our energy strategy.
    - Incorporated sustainability criteria into requests for proposals sent to potential vendors/suppliers.
    - Reduced office paper use by more than 5% and recycled more than 330 tons of waste, saving 5,600 trees, and avoiding the equivalent of 945 metric tons of carbon dioxide from entering the atmosphere.

Diversity and Inclusion

- Introduced a new approach to our corporate and community work that weaves the practices of diversity and inclusion throughout all business functions.
- We created a special marketplace of community partners (including nonprofit organizations and professional associations) through which associates of diverse backgrounds can contribute their expertise while developing skills. Some of the organizations we supported were Work Without Limits, Gay Men's Domestic Violence Project, the YWCA, and The Partnership, Inc.

Economic Impact

- Contributed more than $1.6 billion to the state economy through jobs, taxes, assessments and fees including:
    - Provided more than 6,300 full-time jobs (3,500 direct employees; 2,823 indirect).
    - Paid more than $133 million dollars in taxes and assessments to local, state and federal governments.

The Massachusetts Office of Attorney General Continues to Recognize Contributions by Nonprofit HMOs.

A recent press release reports that six Massachusetts HMOs—including Blue Cross Blue Shield of Massachusetts—provided more than $161 million in community benefits for Massachusetts residents in Fiscal Year 2012. This represents an $18 million, or 13 percent increase, over the previous fiscal year.

In the announcement Attorney General Martha Coakley states, "Community benefits offer crucial support for health services and programs for people in need. We are pleased to see that HMOs are committed to maintaining these programs that are responsive to health care priorities across the Commonwealth."

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. BCBSMA, through its Corporate Citizenship efforts, is committed to improving the lives of children and families in need, investing in the economy, empowering our workforce through civic engagement and diversity and inclusion initiatives, improving the environment, and strengthening the cities, towns, and neighborhoods across Massachusetts. To learn more about BCBSMA's Corporate Citizenship efforts, visit BlueCrew @ Blue Cross Blue Shield of Massachusetts on Facebook or our annual Corporate Citizenship Report.

For further information: CONTACT: Jenna McPhee (617) 246-7412 Jenna.McPhee@bcbsma.com

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