

Healthy Planet, Healthy People: Blue Cross Announces Significant Sustainability Progress

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BOSTON, April 4, 2016 /PRNewswire-USNewswire/ -- Blue Cross Blue Shield of Massachusetts (Blue Cross) is proud to announce progress on its 2015 sustainability goals and the launch of the company's new 2020 sustainability goals, highlighting our dedication to creating a healthier, more sustainable workplace and world.

2015 Goals

From 2010 through 2014, the company successfully beat two out of three goal targets (waste and paper) while very narrowly missing the third (absolute emissions). These reductions were achieved through a collaborative effort across the business, executive support and the active participation of associates.

2020 Goals

Blue Cross's new **2020 sustainability goals** are more aggressive than its prior goals and branch out into several new areas:

- We will continue to focus on significantly reducing the environmental impact of our operations and are adding water, food and chemical focus areas and targets
- We are extending our goals outside of our walls to proactively track, measure and improve the environmental health of members and communities
- We will seek to lend our brand influence and advocacy voice on key local, regional and national environmental issues

"Healthcare companies have a particular opportunity to create healthy environments as part of a robust approach to public health and well-being," said Kyle Cahill, Director of Sustainability and Environmental Health at Blue Cross. "Blue Cross is proud of our commitment to a healthy workplace and planet, and our efforts to support sustainable solutions to some of our greatest challenges."

To learn more about Blue Cross' sustainability efforts and its new 2020 goals visit:

<http://www.bluecrossma.com/visitor/corporate-citizenship/environmental-sustainability.html>

The company also recently released its **2015 Corporate Citizenship Annual Report** detailing important community partnerships, Civic Engagement accomplishments and the company's Community Investments for the year.

About Blue Cross Blue Shield of Massachusetts

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 the trusted health plan for more than 29,400 Massachusetts employers and 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. Follow us on [Facebook](#), [Twitter](#), [YouTube](#) and [Google+](#).

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