

Insight

Monthly Highlights from the Blue Cross and Blue Shield Association



An Association of Independent
Blue Cross and Blue Shield Plans

December 2009

Jump4Health Program engages FEP's member families



The Jump4Health toolkit for FEP members' children who are 2 to 12 years old was developed by a Federal Employee Program team with, from left, David Yoder, executive director of Integrated Care Management; Bonnie Campos, managing director, Quality FEP Medical Management; and Jena Estes, vice president, FEP.

More than 9,300 FEP families with children who are between the ages of 2 and 12 enrolled in the new *Jump4Health Program* in the first two months of its rollout. Created by FEP using guidelines from the American Academy of Pediatrics (AAP) and the Centers for Disease Control and Prevention (CDC), this program engages families in making healthy lifestyle changes.

Along with a colorful toolkit featuring specific games and activities for children, *Jump4Health* offers parents tools and incentives encouraging healthier family habits such as regular exercise and good nutrition. After children are signed up for the program, families receive these age-appropriate items: sidewalk chalk for those who are 2 to 5 years old, an indoor basketball game for children ages 6 to 8 and a jump rope for children 10 to 12 years old.



"The toolkit also describes how to manage children's relationships to food, including not using it as a reward, and how to create an exercise routine," said Bonnie Campos, managing director, Population Care Management, FEP. "Parents also receive tools to introduce new and nutritious foods to picky eaters."

A Body Mass Index (BMI) wheel, created by the AAP and the CDC, is a key component of the program. Parents can record and monitor their child's weight status on the program's Web site. If their child falls in the overweight category, FEP offers four visits to a nutritionist or healthcare professional without a co-pay.

"We've extended our relationship beyond just paying healthcare claims, said Jena Estes, vice president, FEP. "Working with families to reduce lifestyle-related disease risks, such as diabetes and heart disease, we can help families build healthier lives." ■

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At a media briefing in Washington, D.C., last month, BCBSA announced that five Blue Cross and Blue Shield companies are participating in the Pediatric Obesity and Diabetes Prevention Pilot Program. As part of the program, an obesity and diabetes prevention toolkit was designed for physicians to share with patients and parents, and was distributed to 1,600 pediatricians and family practitioners.

The toolkit, developed by BCBSA in consultation with the American Diabetes Association and the American Academy of Pediatrics (AAP), encourages healthy choices and behaviors and reinforces these messages:

- Eat **5 servings** of fruits and veggies every single day.
- Limit screen time to **2 hours** or fewer.
- Get at least **1 hour** of physical activity.
- Limit sweetened drinks to **0**.

Toolkits will be tested by the five Participating Plans, as well as through AAP's Quality Improvement Innovation Network. BCBSA and the Blue Cross and Blue Shield companies involved in the pilot will collect feedback and findings from physicians through discussion and surveys. After the pilot, BCBSA will use the findings to create a nationally available toolkit to assist physicians, children and families in reducing childhood obesity and preventing future cases of diabetes. ■



At the media briefing, Dr. Allan Korn, M.D., BCBSA senior vice president and chief medical officer, discussed the increasing prevalence of obesity and diabetes among children and how the Blue Cross and Blue Shield companies are combating this trend.



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IPP Awards recognize Plan innovation, vision, excellence

At the recent Inter-Plan Programs annual conference in October, Plans were recognized for outstanding best practices for Inter-Plan business. Award categories and winners are:

Customer Satisfaction

Winner: **Highmark Blue Cross Blue Shield**

The BlueCard Challenge

Honorable Mention: **Highmark Blue Cross Blue Shield**

Blue² Mis-route Automation

Operational Excellence

Winner: **Blue Cross and Blue Shield of North Carolina**

Contingency Plan Migration

Honorable Mention: **BlueCross BlueShield of North Dakota**

Blue² on Base Integration

Strategy

Winner: **Wellmark Blue Cross Blue Shield**

Inter-Plan Programs Steering Committee

Honorable Mention: **Health Care Service Corporation**

IPP Collaboration Tool

Plan Performance Award – for *consistently exceeding Inter-Plan performance benchmarks*

Blue Cross & Blue Shield of Mississippi

Sales Awards – *recognize Plans with the greatest membership growth and greatest National Account membership growth*

WellPoint, Inc. – Greatest Overall National Account Membership Gain

Triple-S Management Corporation – Greatest Overall Membership Gain and Greatest Overall Membership Percentage Gain

Technology Awards – *for demonstrating key leadership in the design and development of technical solutions enabling improvements in the Inter-Plan business model*

Blue Cross and Blue Shield of Florida

Health Care Service Corporation

Blue Cross and Blue Shield of South Carolina

BlueCross BlueShield of Tennessee, Inc.

Richard L. Guffey Leadership Award – *to an individual who has demonstrated the most significant leadership and support of Inter-Plan business*

Janet Adams, director, Marketing Administration and National Accounts, BlueCross BlueShield of Tennessee, Inc.

The Inter-Plan Solutions Award Program was introduced in 2002 to recognize Blue Plan initiatives aimed at improving all aspects of Inter-Plan Programs service delivery.

Information about all winners is available on [BlueWeb](#). ■



2009 Inter-Plan Programs
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The Blue System soon will begin tapping into its pool of retirees — many who have specialized knowledge and skills — to help fill temporary staffing needs.

BCBSA, collaborating with Kelly Outsourcing and Consulting Group (KellyOCG), has created the national Blue Bring Back Program, which will include retirees from the Blue Cross and Blue Shield Association and Blue Plans. Initially,

BCBSA and Plans operating in 22 states will be participating in the program, while almost all of the Plans have expressed interest.

BCBSA's HR division led a task force of Blue HR executives with cross-divisional support from Legal and Governance, IT and Strategic Services. The program is an extension of one that BCBSA implemented last year using its own retirees for temporary assignments through Kelly Services, one of the Blue System's existing national temporary service vendors.

The BCBSA retiree program has been successfully using retirees who once worked in the Chicago and Washington, D.C., offices. Bill Colbourne, senior vice president, Human Resources and Administration, has had first-hand experience in his department with a BCBSA retiree on two occasions.

"From a Blue perspective, it's extremely helpful to have a 'known resource' — someone who knows the company and the work and who you know is competent and familiar with the department and processes," he said. "This new program can be a significant resource as Blue Plans are challenged to recruit individuals with particular skills. And, with thousands of Blue retirees, it's an excellent way not only to take advantage of their knowledge and skills, but to provide them with the opportunity to leverage their experience."

In this enhanced program, retirees may accept an assignment at BCBSA or at any of the Participating Plans. "This is a benefit to retirees who may have worked at BCBSA or at a Blue Plan in one part of the country, but who now live permanently or part of the year in another area," said Joe Cheatham, director, Training and Development. "So, for example, a retiree from Blue Cross and Blue Shield of North Dakota may spend half the year in Arkansas and want to supplement his income. That retiree would be eligible to work as a Kelly employee for Arkansas Blue Cross and Blue Shield."

KellyOCG will centrally coordinate the national program by first contacting retirees from Blue Cross and Blue Shield companies to inquire if they are interested in participating; it also will maintain a database of candidates and match qualified candidates to the assignments requested by the Plans. Temporary assignments range from administrative to professional, technical and senior-level positions requiring certain skills, as well as Blue knowledge and experience. Requests for temporary staffing using retirees will be made to KellyOCG through BlueWeb and Plan Web sites. ■

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On Dec. 3 and Dec. 8, in the Washington, D.C., and Chicago offices, respectively, the Diversity Council presented "Celebrating You," an educational program intended to raise awareness about the different dimensions of diversity, while emphasizing that diversity and inclusion involve and apply to all members of the organization.

"The program in both locations included an educational presentation, exhibits of ongoing diversity initiatives within BCBSA and the Blue system, all followed by a lunch celebration that provided a space for dialogue and discussion on the topic presented among participants," explains Rosemary Walker, member of the Diversity Council.

Impact of unconscious bias

As part of the Diversity Council's ongoing educational series, the program included a presentation on "Unconscious Bias and its Impact in the Healthcare Industry."

"We all have bias," said nationally recognized

diversity expert Howard Ross, keynote speaker at the event in the Chicago office. "For years it has been clear that people make decisions every day that impact some groups more negatively than others: decisions about hiring, about purchasing, about promotions about job assignments. More and more we are discovering that most of these decisions are not made by bad people with bad attitudes, but rather by well-intended people who have no idea about the unconscious process that they use to make decisions about people who are different from them."

Upcoming educational opportunities

"We kicked off our educational series last September with a presentation on "The Four Layers of Diversity" by nationally recognized diversity expert Lee Gardenswartz," said Tamisha Smith, member of the Council. "We would like to invite all employees to continue to participate in these quality educational opportunities with leading



Diversity Council members in the Chicago office include, from left, Reed Melton, Kimberly Bates, Kevin Shanklin and Tamisha Smith with presenter, Howard Ross.

experts on different aspects of diversity and inclusion."

For feedback, suggestions and input on this or future programs, please contact Beatriz Toro, chairperson of the Diversity Council, x1061 or at diversity.council@bcbusa.com. ■

"Terrific presentation, excellent content and very eye-opening,"
Deb Campbell, Strategic Cost Management, Chicago

"I appreciate the analogies used throughout the presentation. Very thought-provoking!"
Toni Howard, Internal Operations, D.C.

"Very informative and timely reminder,"
Edgar Ponce, Information Technology, Chicago

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new employees

Matthew Gabriel
Venture Fund Associate
Legal and Governance

Susan O'Rourke
Software Architect II
Information Technology

Anca Paunescu
Consultant
Strategic Business Services

Christopher Rasmussen
Consultant
Inter-Plan Programs

promotions

Marie Johnston
Senior Project Director
Information Technology

Andrew MacKenzie
Business Process Consultant III
Information Technology

Denise McDonnell
Director, Rx Programs
Federal Employee Program

Kevin O'Brien
Plan Relations Manager
Inter-Plan Programs

anniversaries

40 years
Bernard Talbert
Legal and Governance

30 years
Joyce Kolodziejczak
Inter-Plan Programs

10 years
Aimee Deprospero
National Employee Benefit Administration

Carlmei McDonald
Inter-Plan Programs

5 years
Janet Gray
Federal Employee Program

Robert Mau
Office of Clinical Affairs

Demetria Tittle
Brand Protection and Financial Services

special thanks

Special thanks to **Jackie Fishman** who contributed to this issue.

We welcome your business-related story ideas. Please e-mail them to joanne.kitsos@bcbsa.com.

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