

Blue Cross and Blue Shield of Massachusetts - FY2003

Summary Narratives

Community Benefits Mission Statement

Through partnerships, shared commitment and respect, Blue Cross and Blue Shield of Massachusetts brings new ideas, energy and resources to address health-related and social issues in the Commonwealth. Our mission is to increase access to health care and promote preventive care for under-served and at-risk populations -- especially children.

Program Organization and Management

BCBSMA's Corporate Policy Committee advises on all BCBSMA policy and legal functions. The CEO and Senior Leaders of the Corporation are members of the Corporate Policy Committee, and have oversight of the planning, budgeting, and evaluation of our Community Benefits Program. Annually, the Corporate Policy Committee approves the Community Benefits Plan and receives an end-of-year report.

BCBSMA's Community Relations Director, Sylvia Stevens-Edouard, is responsible for monitoring, reporting and creating programs for the Community Benefits Plan. The Community Relations Director serves as chairperson for the Internal and External Community Benefits Advisory Council. These Councils assist in developing the corporate Community Benefits Plan.

Key Collaborations and Partnerships

Jump Up and Go! Initiative Partners:

Vivien Morris, Boston Medical Center; Suzanne Craig, Massachusetts Department of Public Health;
Jean Wiecha, Harvard School of Public Health;
Steve Burke, Center for the Study of Sport in Society;
David Chatel, American Heart Association New England Affiliate;
Azzie Young, Mattapan Community Health Center;
Paula Nichols, Brookside Community Health Center;

Blue Cross Blue Shield of Massachusetts Foundation--The 17 member Board of the Foundation consists of 14 members not affiliated with BSBSMA. See website www.bcbsmafoundation.org for entire list.

Community Health Needs Assessment

BCBSMA seeks community input through a wide variety of activities; from dialogues with community leaders, state, city, and town government officials, to review of quantitative health data, to analyzing patterns of need expressed in formal community meetings.

In 1998, the increase in childhood obesity and the decline of participation in physical activity were identified as un-addressed children's health issues.

In 2002, with more that 419,000 people in the state lacking health insurance, others inadequately insured and many low-income patients facing barriers to health care services, access to health care remains the state's most pressing health care issue.

More than a decade ago, BCBSMA ascertained that improving education of youth was one of the most pressing issues facing Massachusetts. It remains a top priority for the Commonwealth and especially for the city of Boston.

Community Benefits Plan

In the year 2003, BCBSMA directed its resources primarily to the BCBSMA Foundation with the goal of increasing access to care for the uninsured and low-income families. Through grants and policy initiatives, the Foundation works with public and private organizations to broaden health coverage and reduce barriers to care.

A substantial commitment of resources was also directed to the Jump Up and Go! Initiative promoting youth physical activity and nutrition and creating more opportunities for youth to participate in sports programs. The Blue Scholars Program at Madison Park High School and the Private Industry Council's Summer Jobs program were the primary beneficiaries of funds targeted for education.

Key Accomplishments of Reporting Year

BCBSMA donated \$12,867 million dollars, the third of four payments towards a \$55 million commitment to endow the Blue Cross Blue Shield Foundation. The Foundation awarded \$3.2 million in grants to 91 organizations and published policy reports on MassHealth, the uninsured, and the condition of the state's health care safety net system.

Through Jump up and Go! forty-nine community organizations were funded providing opportunity for thousands of youth to participate in sports programs. Twelve middle schools offered Healthy Choices programs and a Clinician's Tool Kit was distributed to help educate pediatricians, parents, children and other clinicians about healthy eating and physical activity. BCBSMA worked closely with the Massachusetts Department of Health to implement components of its statewide plan for childhood obesity prevention, including a TV campaign.

The Blue Scholars Program at Madison Park High School offered tutoring, mentoring and enrichment activities to encourage academic excellence.

Plans for Next Reporting Year

The Foundation will continue its targeted grant programs, Culturally Competent Health Care, Children's Mental Health, and the Access Grants, as well as provide the Health Coverage Fellowship for journalists.

The Jump Up and Go! Initiative will expand to fund fifty Healthy Choices Schools, continue the on-air TV campaign, the community-grantmaking program and expand the clinical initiative for overweight children.

The Blue Scholars program will continue with two groups, one for 9th graders and another for 10th and 11th graders. In addition, BCBSMA will continue the summer jobs program through the Private Industry Council as well as continue the relationship with the Quincy School Partnership.

Select Community Benefits Programs

Jump Up and Go!

Brief Description or Objective	Child obesity prevention
Program Type	Community Health Needs Assessment
Target Population	<ul style="list-style-type: none">• Regions Served:All Massachusetts• Health Indicator:Overweight and Obesity• Sex:All• Age Group:Child-Primary School, Child-Teen• Ethnic Group:Not Specified• Language:Not Specified
Partners	<ul style="list-style-type: none">• Massachusetts Department of Public Health

Contact Information	Sylvia Stevens-Edouard Community Relations Director Phone 617-246-4843 Fax 617-246-4832 sylvia.stevens-edouard@bcbsma.com
Detailed Description	Download/View Attachment (25.088 KB)

BCBSMA School Partnerships Program

Brief Description or Objective	High school mentoring program
Program Type	Mentorship/Career Training/Internship
Target Population	<ul style="list-style-type: none"> • Regions Served:Boston • Health Indicator:Other: Education/Learning Issues • Sex:All • Age Group:Child-Teen • Ethnic Group:Not Specified • Language:Not Specified
Partners	<ul style="list-style-type: none"> • Charles Macafee Headmaster Madison Park Vocational High School
Contact Information	Sylvia Stevens-Edouard Community Relations Director Phone 617-246-4843 Fax 617-246-4832 sylvia.stevens-edouard@bcbsma.com
Detailed Description	Download/View Attachment (25.6 KB)

The BCBSMA Foundation

Brief Description or Objective	Increasing access to health care for uninsured and underinsured
Program Type	Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Access to Health Care, Other: Uninsured/Underinsured • Sex:Not Specified • Age Group:Not Specified • Ethnic Group:Not Specified • Language:Not Specified
Partners	<ul style="list-style-type: none"> • 17 Member Board (www.bcbsma.org)
Contact Information	Andrew Dreyfus
Detailed Description	Not Specified

BCBSMA Summer Jobs Program

Brief Description or Objective	Summer employment for Boston Public Schools students
Program Type	Mentorship/Career Training/Internship
Target Population	<ul style="list-style-type: none"> • Regions Served:Boston • Health Indicator:Other: Education/Learning Issues • Sex:All • Age Group:Child-Teen • Ethnic Group:Not Specified • Language:Not Specified
Partners	<ul style="list-style-type: none"> • Boston Private Industry Council(www.bostonpic.org)
Contact Information	Neil Sullivan Executive Director Private Industry Council 2 Oliver Street Boston, MA 02103 www.bostonpic.org
Detailed Description	Download/View Attachment (19.456 KB)

Program Type	Estimated Total Expenditures for FY2003	Approved Program Budget for 2004
Community Benefits Programs	<u>Direct Expenses</u> \$15,497,938 <u>Associated Expenses</u> \$402,653 <u>Determination of Need Expenditures</u> Not Specified <u>Employee Volunteerism</u> \$80,793 <u>Other Leveraged Resources</u> \$140,000	\$12,000,000 * Excluding expenditures that cannot be projected at the time of the report.
Community Service Programs	<u>Direct Expenses</u> \$960,454 <u>Associated Expenses</u> Not Specified <u>Determination of Need Expenditures</u> Not Specified <u>Employee Volunteerism</u> Not Specified <u>Other Leveraged Resources</u> Not Specified	
Uncompensated Care Pool Contribution	\$39,321,149	
Corporate Sponsorships	\$728,725	
	Total Expenditures \$57,991,312	
Massachusetts Plan Members		2,492,276
Comments: None		