1901 Market Street
Philadelphia, PA 19103-1480

Independence

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Corporate & Financial Regulation
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Pennsylvania
Insurance Department

March 28, 2014

Stephen J. Johnson, CPA
Deputy Insurance Commissioner
Office of Corporate and Financial Regulation
Commonwealth of Pennsylvania
Insurance Department
1345 Strawberry Square
Harrisburg, PA 17120

Re: Independence Blue Cross -- 2014-2015 Community Health Reinvestment Activities

Dear Mr. Johnson:

Enclosed please find the Independence Blue Cross (IBC) proposal for Community Health Reinvestment (CHR) Activities prescribed by Act 62 of 2008. This proposal represents a reasonable, good-faith estimate of IBC's anticipated community health reinvestment activities for the period of July 1, 2014 through June 30, 2015.

Because IBC operates on a calendar year basis and the form contains projections for the Commonwealth's 2014/2015 fiscal year, actual expenditures could vary slightly due to the timing of payments. Consistent with our submissions in previous years, also enclosed is additional documentation in support of the proposal.

Independence Blue Cross is extremely proud of its commitment to our community. If you have any questions, please feel free to contact me at (215) 241-3027.

Sincerely,

Stephen P. Fera
Senior Vice President
Public Affairs

Enclosures

Independence Blue Cross offers products directly, through its subsidiaries Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield. Independent Licensees of the Blue Cross and Blue Shield Association.

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PLAN PROPOSAL FOR
COMMUNITY HEALTH REINVESTMENT (CHR) ACTIVITIES

Proposal for Year 2014-2015

FEIN: 23 [redacted] 0370270 **NAIC:** 54704

I. HOSPITAL PLAN CORPORATION OR PROFESSIONAL HEALTH SERVICE PLAN CORPORATION NAME AND ADDRESS:

Independence Blue Cross
1901 Market Street
Philadelphia PA 19103

II. PLANNED EXPENDITURES: [1]

	Projected Expenditures
1. Proposed annual CHR for health care coverage for persons unable to pay for coverage (list and describe proposed endeavors below):	
a. Non-group product subsidy, including CHIP	**$8,400,000**
2. Proposed annual CHR for health care services for persons uninsured and unable to pay for services (list and describe proposed endeavors below):	
a. See Item 4, below	
3. Proposed annual CHR for programs for prevention and treatment of disease or injury or the promotion of health or wellness (list and describe proposed endeavors below):	
a. IBC Wellness Van	**$33,000**
b. PA Health Care Quality Alliance	**$50,000**
c. PA Chronic Care Commission	**$938,000**
d. Partnership for Patient Care	**$366,000**
e. HealthShare Exchange of Southeastern Pennsylvania, Inc.	**$520,151**
f. American Cancer Society	**$50,000**
g. YMCA of Philadelphia & Vicinity – Healthy Living Programs	**$500,000**
h. The Broad Street Run (benefitting the American Cancer Society)	**$125,000**
i. University of Pennsylvania – Master Clinician Program	**$100,000**
4. Proposed other annual CHR activities (list and describe proposed endeavors below):	
a. Donations to Health Related charitable organizations in Southeastern Pennsylvania	**$1,500,000**
b. Independence Blue Cross Foundation[2]	**$7,500,000**
TOTALS	**$20,082,151**

[1] The amounts listed are projected expenditures only. Changes to state or federal laws and/or regulations implementing those laws, as well as general economic conditions could impact actual expenditures. The amounts proposed do not include, but do take into account, an additional $110,000,000 in new federal taxes that Independence Blue Cross anticipates paying under the Affordable Care Act in the period covered by the proposal.

[2] The Independence Blue Cross Foundation focuses its resources on improving access to health care (e.g. charitable medical clinics), health and wellness activities and programs that improve the quality of care in Southeastern Pennsylvania.

Detail for 2014 - 2015 Community Health Reinvestment Activities
Section II. Planned Expenditures, Items 3a - 3i

Initiative / Organization	Description of Initiative / Organization	Contact Person	Amount
IBC Wellness Van	The IBC Wellness Vans offer to the community health care screening services that lead to earlier diagnoses and treatment. The Wellness Vans deliver important on-site preventive health screenings and vital wellness information directly to neighborhood schools, community events, and worksites. We offer screenings for height/weight, body mass index, body composition, vision, cholesterol, or blood pressure. We also use the vans for our Do The Smart Thing® Youth Smoking Prevention Program conducted at area schools. In addition, the vans can provide flu shots and DermaScan skin analysis checks.	Cindy Cornish Manager Preventive Health Services & Wellness Independence Blue Cross 1901 Market Street, 28th Floor Philadelphia, PA 19103 215-241-0302	$33,000
PA Health Care Quality Alliance	A coalition of Pennsylvania health care providers and insurers mission is to improve the quality of patient health by developing a consistent, uniform, statewide approach to hospital quality measures that will: -- Enable consumers to compare hospital performance; -- Allow health care professionals to evaluate and improve the quality of their patient care; and -- Help insurers evaluate the performance of their provider networks.	Eric Muther Executive Director Pennsylvania Health Care Quality Alliance P.O. Box 15896 Philadelphia, PA 19103	$50,000
PA Chronic Care Commission	The Pennsylvania Chronic Care Commission was established in 2007 through the recommendations of the Pennsylvania Chronic Care Management, Reimbursement and Cost Reduction Commission created by Governor Rendell. It is a statewide health care initiative that is testing a new model that seeks to revolutionize the treatment of patients with chronic diseases. The Commission involves collaboration among physicians, government representatives, academics, health plans, and consumers whose goal is to implement a patient-centered "medical home" model. In partnership with Independence Blue Cross, the Commission set up a pilot project in Southeastern Pennsylvania, which ran from May 2008 through May 2011. Based on the success of the pilot during the first three years, Pennsylvania was selected as one of eight states to participate in a CMS Medicare Advanced Primary Care Demonstration project. This multi-stakeholder "medical home" pilot will continue for an additional three years from January 1, 2012 though 2014. The practices involved serve as medical homes, devoted to providing accessible, well-coordinated primary care. The idea is to help patients manage their conditions before health problems get out of control by fundamentally changing the focus of the health care system from reacting to acute illness to preventing it.	Marcela Myers, MD Director PA Center for Transformation and Innovation Pennsylvania Department of Health 625 Forster Street, 8th Floor West Harrisburg, PA 17120	$938,000

Detail for 2014 - 2015 Community Health Reinvestment Activities
Section II. Planned Expenditures, Items 3a - 3i

Initiative / Organization	Description of Initiative / Organization	Contact Person	Amount
Partnership for Patient Care	Independence Blue Cross, the Delaware Valley Healthcare Council, and the Philadelphia region's hospitals joined forces in the fall of 2005 to launch the Partnership for Patient Care, a multi-year initiative to improve patient safety at hospitals in Southeastern Pennsylvania. Key initiatives have included: Improving medication safety; preventing hospital-acquired infections; controlling MRSA; preventing blood clots, patient falls, and harmful drug interactions; eliminating serious surgical errors, reducing pressure ulcers, and providing student MRSA education. Area hospitals will participate in a new data-driven, behavioral-focused approach to patient care that rigorously analyzes areas of weakness or vulnerability in safety performance. Similar techniques have been successfully used by the nuclear power and aviation industries to ensure the highest possible safety conditions. The 2014 project will focus on Emergency Department Safety.	Kate J. Flynn, FACHE President Health Care Improvement Foundation 1835 Market Street Suite 1050 Philadelphia, PA 19103	$366,000
HealthShare Exchange of Southeastern Pennsylvania , Inc.	HealthShare Exchange of Southeastern Pennsylvania is a new, not-for-profit corporation with pending 501(c)(3) status. It is a Health Information Organization that will manage a Health Information Exchange. Funding is provided by payers (Independence Blue Cross, AmeriHealth Caritas Health Plan, Health Partners) and virtually all regional hospitals as well as through State and Federal grants. The entity will improve the quality of care in the region by enabling providers and payers to exchange health information so that the treating physician has all relevant clinical information at the point of care.	Martin Lupinetti Interim Executive Director Health Care Improvement Foundation 1835 Market Street Suite 1050 Philadelphia, PA 19103	$520,151
American Cancer Society (Coaches vs. Cancer)	Coaches vs. Cancer of Philadelphia is part of the National Coaches vs. Cancer program created in 1993 by the American Cancer Society and the National Association of Basketball Coaches (NABC). The program exists to leverage the strength, community leadership and celebrity of our country's basketball coaches to fight cancer. Since its inception, the Coaches vs. Cancer program has raised more than $50 million nationwide to support the American Cancer Society's lifesaving cancer research, education, advocacy, and community service efforts.	Ruth Anne Dailey Vice President, Southeast Region American Cancer Society 1626 Locust Street Philadelphia, PA 19103	$50,000
YMCA of Philadelphia & Vicinity Healthy Living Programs	The YMCA is one of the nation's leading nonprofits, strengthening communities through Youth Devleopment, Healthy Living, and Social Responsibility. Independence Blue Cross has entered into a 3-year agreement as the official sponsor of the Y's Healthy Living Program. The partnership represents our mutual interest in impacting and improving the health and well-being of our communities.	Christopher Cashman President, Commercial Markets Independence Blue Cross 1901 Market Street, 45th Floor Philadelphia, PA 19103 215-241-2075	$500,000
Blue Cross Broad Street Run (benefitting the American Cancer Society)	Independence Blue Cross will host a signature event each year.... the Blue Cross Broad Street Run. This 10-mile run, which has more than 30, 000 participants, raises awareness and focuses on the health of the region and its residents. Proceeds from the race benefit the American Cancer Society.	Elizabeth Williams Chief Communications Officer Independence Blue Cross 1901 Market Street, 38th Floor Philadelphia, PA 19103 215-241-2220	$125,000
University of Pennsylvania Master Clinician Program	IBC is proud to sponsor the University of Pennsylvania Master Clinician Program. The Academy of Master Clinicians at Penn Medicine is a Program designed to honor those individuals who are recognized as consistently outstanding clincians.	Ralph W. Muller Chief Executive Officer University of Pennsylvania Health System 3400 Civic Center Boulevard, A-5 Philadelphia, PA 19104	$100,000