

**PLAN PROPOSAL FOR
COMMUNITY HEALTH REINVESTMENT ACTIVITIES**

Proposal for Fiscal Year July 1, 2009 to June 30, 2010

FEIN: 2 4 0 6 1 5 1 7 7

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

Hospital Service Association of Northeastern Pennsylvania
 d/b/a Blue Cross of Northeastern Pennsylvania
 19 North Main Street
 Wilkes-Barre, PA 18711

II. PLANNED EXPENDITURES:

| | Projected Expenditures |
|---|------------------------|
| 1. Proposed annual community health reinvestment activities for health care coverage for persons unable to pay for coverage (list and describe proposed endeavors below): | |
| a. Subsidy of Income Based Products: Special Care | \$1,344,000 |
| b. Commonwealth Directed Low Income Health Portion of CHR | \$2,382,000 |
| 2. Proposed annual community health reinvestment activities for health care services for persons uninsured and unable to pay for services (list and describe proposed endeavors below): | |
| a. The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania's Access to Care Grants for the Un/Underinsured makes funds available to community nonprofits to help them improve the quality and/or increase the quantity of direct health care services for the un- and underinsured | \$300,000 |
| 3. Proposed annual community health reinvestment activities for programs for prevention and treatment of disease or injury or the promotion of health or wellness (list and describe proposed endeavors below): | |
| a. The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania's Health & Wellness Impact Grants and Health & Wellness Mini-Grants makes funds available to community nonprofits to support health and wellness education, prevention, early intervention, and lifestyle change programs | \$900,000 |
| b. Blue Cross of Northeastern Pennsylvania participates in a statewide partnership with Highmark and IBC to subsidize the Health e Tools for Schools Program for K-12 schools in our 13 counties to help them monitor student health, deliver health information to families, and meet PA DOH and PA DOE health mandates | \$75,000 |
| c. Blue Cross of Northeastern Pennsylvania partners with Susquehanna Health in The LifeCenter, a retail health and wellness storefront dedicated to community health outreach, classes and seminars, and free or reduced-cost screenings | \$60,000 |
| 4. Community health reinvestment activities proposed in your application under paragraph 3 of the Agreement dated February 5, 2005 and published at 35.Pa.B. 4155 or any successor or other agreements (list and describe proposed endeavors below): | |

| | |
|---|-------------------|
| a. Subsidy of Income Based Products: Special Care | See 1. a. |
| b. Commonwealth Directed Low Income Health Portion of CHR | See 1. b. |
| c. Subsidy of Non-Income Based Products: BlueCare Cooperative, BlueCare Major Medical, BlueCare Student and BlueCare Security | See 5. a. |
| d. | |
| 5. Other proposed annual community health reinvestment activities (list and describe proposed endeavors below): | |
| a. Subsidy of Non-Income Based Products: BlueCare Cooperative, BlueCare Major Medical, BlueCare Student and BlueCare Security | \$7,505,000 |
| b. Blue Cross of Northeastern Pennsylvania supports the Pennsylvania Higher Education Foundation's Nurse Scholarship and Nurse Faculty Line Programs, providing financial support to nursing students and nursing degree-granting institutions in our 13 counties | \$300,000 |
| c. Contribution to The Commonwealth Medical College to help attract a new generation of physicians to the hospitals and regional community that will positively impact the health and wellness for all the 1.2 million residents of this region for future generations. | \$23,000,000 |
| TOTALS | 35,866,000 |

***NOTE: IF A PROPOSED ACTIVITY APPLIES TO MORE THAN ONE CATEGORY, IT MAY BE REPORTED IN EACH APPLICABLE CATEGORY; HOWEVER, THE PROJECTED EXPENDITURE MAY ONLY BE COUNTED ONCE**

Note from Blue Cross of Northeastern Pennsylvania:

This disclosure contains forward-looking statements that are based on Management's expectations, estimates, projections and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results and trends may differ materially from what is forecast in forward-looking statements due to a variety of factors. The company does not undertake any obligation to update or publicly release any revisions to forward-looking statements to reflect events, circumstances or changes in expectations after the date of this report.