

**BEFORE THE INSURANCE DEPARTMENT
OF THE
COMMONWEALTH OF PENNSYLVANIA**

**Statement Regarding the Acquisition of Control of or Merger with
Domestic Insurers:**

**Hospital Service Association of Northeastern Pennsylvania
d/b/a Blue Cross of Northeastern Pennsylvania;
First Priority Life Insurance Company, Inc.;
HMO of Northeastern Pennsylvania, Inc.,
d/b/a First Priority Health**

By Highmark Inc.

**BCNEPA RESPONSE TO INFORMATION REQUEST 5.4.8.1 FROM THE
PENNSYLVANIA INSURANCE DEPARTMENT**

REQUEST 5.4.8.1:

Community Benefit Programs: Describe community benefit programs undertaken by BCNEPA and each BCNEPA Affiliate in the past four years.

RESPONSE:

BCNEPA certifies to the best of its information, knowledge and belief the following:

During the period 2010 through 2013, BCNEPA and its affiliates conducted a wide variety of programs to benefit the community, including but not limited to the following signature initiatives:

- The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania: BCNEPA established its private, nonprofit Blue Ribbon Foundation in 2002 to invest in health education and prevention programs that produce measurable results and help manage long-term health costs for residents across northeastern and north central Pennsylvania. Grants are made to eligible 501c3 organizations in accordance with The Foundation's published guidelines. Attached are The Foundation's 2013 Funding Priorities, which are representative of The Foundation's consistent focus between 2010 and 2013. During that four year period, 129 grants totaling \$1,054,000 were awarded to nonprofits across BCNEPA's 13-county service area, supporting programs that served close to 20,000 individuals. Outcomes produced by these Foundation-funded programs are detailed in the Annual Reports provided under Question 5.4.8.2.

- Support for The Commonwealth Medical College (TCMC): BCNEPA was one of the first organizations to champion the creation of The Commonwealth Medical College in Scranton to help provide future generations of physicians to care for the residents of northeastern and north central Pennsylvania. BCNEPA provided critical funding for the college's start-up costs and academic support in 2006, and a second BCNEPA grant helped fund the construction of the Medical Sciences Building. In 2011, 2012 and 2013, BCNEPA agreed to provide "safety net" assistance to TCMC to help address any financial challenges they experienced. BCNEPA continues to believe strongly in the critical role TCMC will play in improving the quality and affordability of health care in northeastern Pennsylvania. Attached is a profile of BCNEPA's commitment to TCMC as it appeared in the Blue Cross Blue Shield Association's 2012 *Investing in America's Health* national report.
- The LifeCenter: In 2007, BCNEPA joined forces with Susquehanna Health, a premier healthcare system in Lycoming County, to collaborate on community health outreach and early intervention programs. Since then, the two organizations have jointly operated The LifeCenter, a health and wellness storefront in the Lycoming Mall. The LifeCenter offers an array of services and special events, such as free health screenings, one-to-one consultations, educational workshops, age-appropriate programs for youngsters and seniors, and an extensive health resource library. During the period 2010 through 2013, The LifeCenter logged more than 126,500 visitors. Attached is a profile of The LifeCenter as it appeared in the Blue Cross Blue Shield Association's 2012 *Investing in America's Health* national report.
- Healthy Workplace Awards Program: As a leader in workplace wellness, BCNEPA created a regional partnership in 2006 with the largest chambers of commerce across its 13 counties to promote the importance of employer-sponsored wellness activities. Through the annual Healthy Workplace Awards Program, BCNEPA and the chambers jointly recognize companies of all sizes that have adopted formal wellness practices at work. Nominations accepted by each chamber are judged by a committee comprised of health and community leaders, and awards are presented to the winners at high-profile chamber events to encourage others to follow their example. From 2010 through 2013, 50 employers in six counties earned Healthy Workplace recognition. Attached are program brochures from that four year period.
- Caring Corps Employee Volunteer Program: BCNEPA believes its responsibilities as a corporate citizen include supporting nonprofit agencies that respond to community needs across its region. Since most of these organizations rely on volunteers to carry out their work, BCNEPA created its Caring Corps Employee Volunteer Program in 2005 to engage employees in contributing their time and talents to local nonprofits. Through BCNEPA's progressive Volunteer Time Off policy, eligible full- and part-time employees receive paid time off each year to participate in service projects. BCNEPA staff proactively identifies, promotes, and manages group volunteer opportunities that allow associates to take advantage of their Volunteer Time Off. Projects range from sorting food and preparing meals at food banks, to providing homework help to kids, to helping clean up local playgrounds and parks. During the four-year period 2010 through

2013, Caring Corps employee volunteers contributed nearly 10,000 hours of service to 142 nonprofit projects, saving our nonprofit partners an estimated \$205,000 through the value of their service.

- Active Schools: BCNEPA was proud to support the Pennsylvania Department of Health's Active Schools Grant Program during the 2009/10 and 2010/11 academic years. The program was designed to address the high incidence of childhood obesity across the Commonwealth by funding sustainable, school-based fitness programs. Over that two-year period, BCNEPA provided \$130,000 in matching funds to 13 elementary and intermediate schools in its service area, helping to create programs that engaged nearly 5,000 youngsters in structured physical activity.
- Ronald McDonald House of Scranton "Season of Caring": The Ronald McDonald House of Scranton provides a "home away from home" to families with sick children being treated in local hospitals. In 2013, BCNEPA began a three-year, \$300,000 commitment to the Ronald McDonald House's "Season of Caring" Campaign to help raise awareness about the importance of quality pediatric care in our region.

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

Divider Page

2013 Funding Priorities

Health & Wellness Impact Grants ■ Health & Wellness Mini-Grants

Access to Health Care Grants for the Uninsured & Underinsured



**The Blue Ribbon Foundation
of BlueCross of Northeastern Pennsylvania**

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The Blue Ribbon Foundation
of Blue Cross of Northeastern Pennsylvania



Mission

The mission of The Blue Ribbon Foundation is to improve the health status and wellness of all residents in our communities.

Vision

The vision for The Blue Ribbon Foundation is to be the leader in promoting innovative partnerships and supporting solutions for improved health and wellness that will produce measurable results.

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Overview

Since 2002, The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania has been committed to its mission of improving the health status and wellness of all residents within its 13-county service area. The Foundation does this by providing grants to nonprofit, community-based health education and prevention projects that help break the cycle of sickness that impairs so many lives and drives up the costs of medical care.

In 2013, The Blue Ribbon Foundation will consider proposals under three grant categories:

- Health & Wellness Impact Grants
- Health & Wellness Mini-Grants
- Access to Health Care for the Uninsured & Underinsured Grants

Goals

- Address critical health issues through creative, community-based programming.
- Produce measurable health and wellness results.
- Foster collaboration and partnership among community organizations.
- Address the root causes of specific diseases and conditions to help moderate escalating health care costs (*Impact Grants only*).

2013 Funding Cycles

Proposals are accepted via email, using The Foundation's proposal template which is downloadable from The Foundation website at www.bcnepa.com/Community/BlueRibbon.aspx. The website also provides a step-by-step guide on how to begin the application process.

Once proposals are received, they are evaluated by an internal grant review committee of physicians and other health care professionals who then make recommendations to The Foundation's board of directors. Key deadlines in 2013 are:

	Proposal Due Date	Board Meeting Date
Grant Cycle 1 – 2013	March 8, 2013	April 16, 2013
Grant Cycle 2 – 2013	June 7, 2013	July 11, 2013
Grant Cycle 3 – 2013	October 4, 2013	November 12, 2013

Grant Criteria

The following requirements and exclusions apply to all three categories of Foundation funding (Impact Grants, Mini-Grants, and Access to Care Grants), unless otherwise noted. Requests should not exceed \$15,000, as we expect our 2013 grantmaking to be highly competitive.

Eligibility Requirements

- Eligible organizations must demonstrate their tax classification as described in Internal Revenue Service Code, Section 501(c)(3) and Section 509(a).
- Eligible organizations must be located or operating within Blue Cross of Northeastern Pennsylvania's 13-county service area. Programs must benefit residents of the following counties:

Bradford County	Lycoming County	Tioga County
Carbon County	Monroe County	Wayne County
Clinton County	Pike County	Wyoming County
Lackawanna County	Sullivan County	
Luzerne County	Susquehanna County	

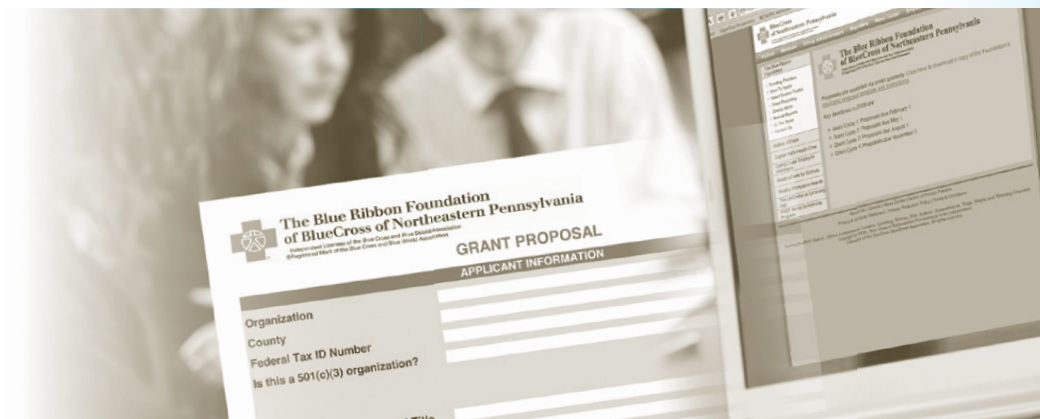
- Eligible organizations must employ at least one paid staff person.
- Grants will be awarded only for specific community-focused projects or program initiatives. Requests for operating or general support will not be considered.
- Grants will be awarded for a period of one year. Multi-year requests will not be considered.
- Consecutive year approvals will be decided on the strength of demonstrated outcomes.

- Grantee organizations may not receive additional funding until all funds from existing grant awards have been expended, in full, and outcomes have been demonstrated. During the 12-month grant period, however, grantee organizations may serve as collaborators on other projects.

Exclusions

- Equipment and fixed assets
- Capital campaigns or building construction
- Annual fund campaigns
- General operating requests (rent, utilities, etc.)
- Education and awareness programs focused solely on the applicant's staff
- Endowments
- Schools or scholarship funds, fundraisers or parent/teacher organizations
- Tours, trips, conferences or camps of any kind
- Meeting expenses
- Requests from individuals
- Organizations not open to the general public
- Emergency response organizations
- Deficit spending or debt liquidation
- Political campaigns, candidates or political party activities





Technical Assistance

The Blue Ribbon Foundation prides itself on being an open and accessible organization. Potential applicants who have questions about the application process or who need guidance may contact Foundation staff at (570) 200-6305. **We strongly encourage all potential applicants to contact us to discuss their projects before submitting a proposal.**

Foundation staff is also available to review proposal drafts prior to the proposal due date. Our staff can offer feedback and suggestions to help you develop a stronger application.

Finally, please check out The Blue Ribbon Foundation website at www.bcnepa.com/Community/BlueRibbon.aspx for the following useful tools:

- A grant seekers toolkit to help applicants develop a strong proposal;
- Sample outcomes that can be incorporated into proposals; and
- Past foundation awards and Annual Reports which contain descriptions of all projects that have successfully received funding from The Foundation.

Health & Wellness Impact Grants

Health & Wellness Impact Grants are awarded to projects that address the root causes of specific diseases and health conditions, and ultimately help to moderate escalating health care costs. Organizations are invited to submit detailed proposals that address the following priority areas in 2013:

- Behavioral Health Awareness
- Cancer Awareness
- Cardiovascular Disease Awareness
- Diabetes Awareness
- Drug, Alcohol or Tobacco Awareness
- Overweight and Obesity Awareness

Behavioral Health Awareness

The focus of this funding priority is to improve awareness and education on the diagnosis and treatment of behavioral health disorders. Programs should be designed to improve community awareness and acceptance of these conditions, or to provide clinicians, patients and families with the information and organizational supports they need to identify, diagnose, treat and manage these disorders. Projects that address depression as a comorbid condition will not be considered.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports positive mental health and the prevention and/or treatment of substance abuse.
- Create client-appropriate programs that promote the importance of maintaining good mental health and the prevention of substance abuse.
- Incorporate families, whenever appropriate.
- Include behavior therapy to promote behavior modification and lifestyle changes.

- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.

Cancer Awareness

The focus of this funding priority is to provide education about cancer risk factors, prevention and early detection methods. Programs should be designed to improve community awareness of routine cancer screenings, including when and how they are done, and should stress the importance of early detection and the impact it has on cancer survival. Programs promoting increased awareness and education among health care professionals will also be considered. Additionally, programs may be targeted toward improving health status for cancer patients or focused on future prevention needs for cancer survivors.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports the prevention and early detection of cancer.
- Create client-appropriate educational programs that promote awareness of cancer risk factors, prevention and early detection.
- Create client-appropriate programs that promote improved health status for cancer patients or focus on future prevention needs for cancer survivors.
- Incorporate families, when appropriate.
- Address barriers to cancer screening.
- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.



Cardiovascular Disease Awareness

The focus of this funding priority is to promote awareness and prevention of cardiovascular diseases such as coronary heart disease, stroke, high blood pressure and heart failure and their risk factors. Programs should be designed to incorporate proven risk factor interventions such as nutrition, exercise or lifestyle change, or to provide education for health care professionals or for patients with cardiovascular diseases and their families.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports the awareness and prevention of cardiovascular diseases and their risk factors.
- Create client-appropriate educational programs that promote awareness of cardiovascular disease prevention.
- Create client-appropriate nutrition and exercise programs that mitigate the risk or help manage cardiovascular disease.
- Incorporate families, whenever appropriate.
- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.

Diabetes Awareness

The focus of this funding priority is to improve awareness and education about prediabetes, Type 1 and Type 2 diabetes, and related risk factors. Programs should be designed to provide clinicians, patients and families with the information and support they need to identify, treat and manage these conditions. Programs should also incorporate proven interventions such as nutrition and lifestyle change.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports the prevention and/or early identification of prediabetes, diabetes and related risk factors.
- Create client-appropriate nutrition and education programs that promote awareness of preventing Type 2 diabetes or managing Type 1 and Type 2 diabetes.

- Incorporate families, whenever appropriate.
- Provide access to diabetes screening.
- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.

Drug, Alcohol or Tobacco Awareness

The focus of this funding priority is to prevent drug, alcohol or tobacco addiction. Programs should be designed to educate the community on the prevention and/or treatment of drug, alcohol or tobacco abuse and should incorporate the behavioral aspects of resisting drug, alcohol or tobacco usage. Projects should include interventions that are age-specific and promote a positive attitude for resisting peer pressure to engage in drug, alcohol or tobacco use.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports the prevention and/or treatment of substance abuse.
- Create client-appropriate education programs that promote the importance of preventing drug, alcohol or tobacco abuse.
- Incorporate families, whenever appropriate.
- Include behavior therapy to promote behavior modification and lifestyle changes.
- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.



Overweight and Obesity Awareness

The focus of this funding priority is to combat unhealthy weight and obesity through prevention and education. Programs should integrate nutritional, physical, and/or behavioral interventions to promote healthy behaviors, eating habits and increased physical activity. Programs designed to improve community awareness of the complications caused by overweight and obesity and to promote healthy lifestyles education will also be considered.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Foster community-based, collaborative action.
- Develop an environment that supports healthy, safe weight loss or weight management.
- Create client-appropriate programs that emphasize the importance of physical activity and proper nutrition.
- Include behavior therapy to promote behavior modification and lifestyle changes.
- Incorporate families, whenever appropriate.
- Address the needs of special populations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.

Impact Grant Outcomes

All Impact Grant proposals must demonstrate a selection of measures from the following categories: participation outcomes, educational outcomes, clinical outcomes and/or satisfaction outcomes. Measures are to be expressed in terms of numerical value, most commonly as an increase or decrease in a percentage.

Examples of each of these outcome categories can be found on The Foundation's website:

www.bcnepa.com/Community/BlueRibbon/Toolkit.aspx

Health & Wellness Mini-Grants

The Blue Ribbon Foundation has established a Mini-Grants process to make smaller amounts of funding available for community health and human services programs. Organizations are invited to submit detailed proposals for projects that fit into the following priority areas in 2013:

■ Healthy Children and Families

The focus of this funding priority is to support the healthy development of children and families. Programs should be designed to improve early childhood intervention; to assist abused, special needs or at-risk children; or to provide preventive services for families. Programs supporting special dental initiatives will also be considered.

■ Health Education and Prevention

The focus of this funding priority is to support community-based education and prevention initiatives. Programs should be designed to improve the awareness of health and wellness issues in the community, or to promote health literacy.

■ Human Services

The focus of this funding priority is to support community quality of life initiatives. Programs should be designed to address the health issues of special populations; to increase independence for the elderly and disabled; or to provide crisis intervention support.



Access to Health Care for the Uninsured & Underinsured

The Blue Ribbon Foundation is committed to assisting community partners with providing health care services to the uninsured and underinsured in northeastern and north central Pennsylvania. For the purposes of this initiative, “uninsured” refers to those who lack public or private health insurance. “Underinsured” refers to those who have public or private health insurance policies that do not cover all necessary health care services, resulting in out-of-pocket expenses that exceed their ability to pay.

Organizations are invited to submit detailed proposals for projects that fit into the following priority areas in 2013:

- **Unfunded Pharmaceutical Needs**
- **Medical Supplies**
- **Medical Personnel**
- **Diagnostic Testing**
- **Translation Services**
- **Dental Needs**



Unfunded Pharmaceutical Needs

The focus of this funding area is to assist with preventive or single-course treatments. Grant funds may be used to build an inventory of the most needed preventive pharmaceuticals, but treatments for chronic conditions or maintenance drugs are not eligible.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Build an inventory of the most commonly used preventive pharmaceuticals such as antibiotic ointments, antibiotic pills, antibiotic eye drops, or cough syrup.
- Provide one-time vaccines and immunizations.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.

Medical Supplies

The focus of this funding area is to assist with the supplies and small diagnostic office equipment necessary to conduct medical exams or screenings, and to develop patient education materials.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Build an inventory of disposable medical supplies such as rubber gloves, tongue depressors, culture swabs, or dressings and bandages necessary to conduct medical exams or screenings.
- Purchase small diagnostic office equipment used in direct patient care, such as scales, blood pressure cuffs, stethoscopes, otoscopes, ophthalmoscopes or thermometers.
- Produce and/or purchase patient education materials.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.

Medical Personnel

The focus of this funding area is to offset personnel costs associated with providing on-site medical or behavioral care, and professional fees associated with diagnostic testing. Costs associated with sending individuals to off-site medical or behavioral professionals are not eligible.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Offset personnel costs associated with providing on-site medical care.
- Include the personnel costs associated with conducting on-site consultations.
- Include the costs of professional fees associated with diagnostic testing.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.

Diagnostic Testing

The focus of this funding area is to assist with basic equipment and supplies used for simple on-site diagnostic tests and screenings, and to cover lab fees or simple fees associated with the utilization of mobile radiology or mammography labs.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Purchase basic diagnostic testing supplies, such as rapid strep tests, urinalysis screening supplies, hemocult testing supplies colorectal cancer screening supplies, pap smear testing supplies or pregnancy tests.
- Offset lab fees.
- Include the simple fees associated with using mobile radiology or mammography labs.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.

Translation Services

The focus of this funding area is to support translation services that are directly related to activities serving patients.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Provide access to telephonic translations services, hire a translator, translate educational materials or train existing staff in a specific language.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.



Dental Needs

The focus of this funding area is to provide free dental screenings and selected services for patients of all ages. For children under age 16, grant funding may be used for personnel costs, supplies, diagnostic testing, lab fees, educational materials, and translation required for direct patient care. When serving adults age 16 and up, grant funding may be used for personnel costs, supplies, educational materials, and translation required for direct patient care.

Key Criteria

Proposed programs may incorporate, but are not limited to, the following key criteria:

- Provide free dental screenings, diagnostic testing, treatments, education, and translation services as deemed eligible based on the age group being served.
- Incorporate families, whenever appropriate.
- Create a plan for sustainability.
- Implement tools to evaluate the effectiveness of the proposed program.
- Must address the needs of uninsured and underinsured populations.



Access to Health Care Grant Outcomes

All Access to Health Care Grant proposals must demonstrate a selection of measures from the following categories: participation outcomes, educational outcomes, clinical outcomes and/or satisfaction outcomes. Measures are to be expressed in terms of numerical value, most commonly as an increase or decrease in a percentage.

Examples of each of these outcome categories can be found on The Foundation's website:

www.bcnepa.com/Community/BlueRibbon/Toolkit.aspx



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Wilkes-Barre, Pennsylvania 18711
570.200.6305

www.bcnepa.com/Community/BlueRibbon.aspx

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The Commonwealth Medical College



Blue Cross of Northeastern Pennsylvania (BCNEPA) was one of the first organizations to champion the creation of **The Commonwealth Medical College** in Scranton, Pa.

The college was established in 2008 through the grassroots efforts of visionary community leaders who understood the need to provide future generations of physicians to care for the residents of northeastern and north central Pennsylvania.

BCNEPA provided critical funding for the college's start-up costs and academic support in 2006, and a second BCNEPA grant helped fund the construction of the Medical Sciences Building.

The college, which welcomed its first class of MD and MBS (master of biomedical sciences) students in August 2009, is projected to add 425 qualified

practicing physicians to communities throughout northeastern and north central Pennsylvania during the next 20 years.

On August 30, 2012, as its first class of medical students began the final year before graduation, the college recognized BCNEPA's key contributions by dedicating the Medical Sciences Building's entry garden and fountain with these words:

"In grateful recognition of the unwavering support of Blue Cross of Northeastern Pennsylvania for The Commonwealth Medical College and our shared mission of creating a healthier community."



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TCMC
THE COMMONWEALTH
MEDICAL COLLEGE



Principals from BCNEPA and The Commonwealth Medical College gather in August 2012 at a dedication ceremony honoring BCNEPA's support.

THE COLLEGE IS
PROJECTED TO ADD

**425 QUALIFIED
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NORTH CENTRAL
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THE NEXT 20 YEARS.

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The LifeCenter: A Health Improvement Partnership



Residents of north central Pennsylvania have access to wellness education and free or reduced-cost health screenings, thanks to an innovative partnership between Blue Cross of Northeastern Pennsylvania (BCNEPA) and Susquehanna Health, a leading healthcare system in the area.

Since 2007, BCNEPA and Susquehanna Health have operated a health and wellness storefront, **The LifeCenter**, in the Lycoming Mall in Pennssdale, Pa. The facility includes an extensive health library, Internet-enabled PCs, a flat-screen television, a multipurpose meeting room and a private exam room for consultations.

The LifeCenter's clinical staff conducts glucose testing, cataract and glaucoma screening, asthma screening, infant weight checks and body mass index

checks as well as evaluations of risk factors for stroke, colon cancer and osteoporosis. In addition, the staff presents educational seminars on such health conditions as diabetes, asthma, heart disease, COPD and colorectal cancer.

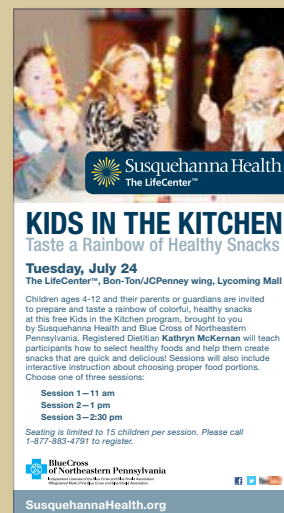
The facility also offers healthy cooking demonstrations, a walking program for senior citizens, breast cancer education through BCNEPA's Gallery of Hope and individual consultations on stress and cholesterol reduction.



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Pennsylvania

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Special events at The LifeCenter are widely publicized, drawing participants of all ages to The LifeCenter's health and wellness activities.

"This partnership for prevention complements our mission of improving the health status of those we serve," said Nina M. Taggart, M.D., chief medical officer and vice president of clinical operations at BCNEPA.

"We believe the free screenings, classes and programs at The LifeCenter encourage individuals to take a more active role in their health."

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2010 Healthy Workplace Awards Program

A regional collaboration between Blue Cross of Northeastern Pennsylvania, Chamber Choice, and the following Chamber partners:

Greater Hazleton • Greater Pittston • Greater Pocono • Greater Scranton • Greater Wilkes-Barre
Pike County • Pocono Lake Region • Wayne County • Williamsport/Lycoming

The purpose of the program is to recognize companies throughout Northeastern Pennsylvania that are adopting wellness practices at work.

"There is no question that workplace wellness is worth the effort. Studies repeatedly show that healthy employees mean greater productivity, less absenteeism and lower health care costs."



— Leo M. Hartz, MD, MHM
Vice President—Clinical Operations
and Chief Medical Officer
Blue Cross of Northeastern Pennsylvania

Not sure what constitutes a Workplace Wellness Program? Or looking for ways to get one started? Here are a few suggestions:

Company Wellness Ideas

- Organize a wellness committee comprised of employees at all levels.
- Conduct an employee wellness survey.
- Invite speakers on wellness topics during company time.
- Distribute wellness information to employees; use newsletters, e-mail blasts, and posters to raise awareness.
- Publicize and promote the national calendar of health observances (e.g., October is Breast Cancer Awareness Month.)
- Define a walking course adjacent to your workplace.
- Coordinate lunchtime exercise groups.
- Arrange employee discounts to a health club.
- Offer smoking cessation workshops.
- Commit to a plan to make your workplace 100% smoke free.
- Organize a weight loss support group at work.
- Ensure your cafeteria or vending machines offer healthy food choices, and healthy snacks and drinks.
- Arrange employee health screenings.
- Organize an employee Health Fair.
- Cooperate with nearby employers/neighbors on wellness activities; share information and generate competition.

Each Chamber will issue a call for nominations this summer. Companies may nominate themselves, or can be nominated by a third party, by completing a simple form available from each participating Chamber. Regional winners will be chosen in each of two categories—companies with one to 49 employees, and companies with 50 or more employees. Judges will evaluate nominations based on the strength and creativity of their workplace wellness efforts. Awards will be presented this fall at high-profile community events celebrating National Chamber Month.

2009 Healthy Workplace Award Winners

Astro Apparel, Inc.
Carbon-Monroe-Pike Mental Health/
Mental Retardation Program
Cargill Meat Solutions
City of Wilkes-Barre
Penn Foster
Penn Millers Insurance Co.
PRO Rehabilitation Services
Schott North America, Inc.
Shawnee Inn and Golf Resort
The Himalayan Institute
Woodloch Pines Resort

Add your name to
this list...contact your
Chamber today for a
nomination form!



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of Northeastern Pennsylvania**

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Chamber Choice
The People. The Power. The Plan for You.



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2011

Healthy Workplace Awards Program

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- Define a walking course adjacent to your workplace.
- Coordinate lunchtime exercise groups.
- Arrange employee discounts to a health club.
- Offer smoking cessation workshops.
- Commit to a plan to make your workplace 100% smoke free.
- Organize a weight loss support group at work.
- Ensure your cafeteria or vending machines offer healthy food choices, and healthy snacks and drinks.
- Arrange employee health screenings.
- Organize an employee Health Fair.
- Cooperate with nearby employers/neighbors on wellness activities; share information and generate competition.

Each Chamber will issue a call for nominations this summer. Companies may nominate themselves, or can be nominated by a third party, by completing a simple form available from each participating Chamber. Regional winners will be chosen in each of two categories—companies with one to 49 employees, and companies with 50 or more employees. Judges will evaluate nominations based on the strength and creativity of their workplace wellness efforts. Awards will be presented this fall at high-profile community events celebrating National Chamber Month.

2010 Healthy Workplace Award Winners

Benco Dental
Bethany Village
Devereux Pocono Center
The Dial Corporation
Dingman Delaware
Insurance Agency
Greater Hazleton YMCA/YWCA
Leeward Construction
Luzerne Bank
Lycoming Housing Authority
Marywood University

Pocono Medical Center
Sordoni Construction
Services
Vigon International
Wayne Bank
Woolrich Inc.

Add your name to this list...contact your Chamber today for a nomination form!

 **BlueCross of Northeastern Pennsylvania**
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ChamberChoice
The People. The Power. The Plan for You.



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“There is no question that workplace wellness is worth the effort. Studies repeatedly show that healthy employees mean greater productivity, less absenteeism and lower health care costs.”

—Nina M. Taggert, MD, FAAO
Vice President and Chief Medical Officer
Blue Cross of Northeastern Pennsylvania

2012 Healthy Workplace Awards Program

A regional collaboration between Blue Cross of Northeastern Pennsylvania, Chamber*Choice* and the following Chamber partners:

Greater Hazleton • Greater Pittston • Greater Pocono • Greater Scranton
Greater Wilkes-Barre • Wayne County • Williamsport/Lycoming

The purpose of the program is to recognize companies throughout Northeastern Pennsylvania that are adopting wellness practices at work.

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2011 Healthy Workplace Award Winners

Apple Day Spa and Salon

Fitzmaurice Community Services, Inc.

Gerrity's Supermarkets

Greater Pittston YMCA

Hilton Garden Inn

Keystone Job Corps Center

Ruby Tuesday

Sallie Mae

Susquehanna Health

The Honesdale National Bank

UGI Utilities, Inc.

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 this list... contact your
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Not sure what constitutes a Workplace Wellness Program? Or looking for ways to get one started? Here are a few suggestions:

- Organize a wellness committee composed of employees at all levels.
- Conduct an employee wellness survey.
- Invite speakers on wellness topics during company time.
- Distribute wellness information to employees; use newsletters, email blasts and posters to raise awareness.
- Publicize and promote the national calendar of health observances (e.g., “October is Breast Cancer Awareness Month”).
- Define a walking course adjacent to your workplace.
- Coordinate lunchtime exercise groups.
- Arrange employee discounts to a health club.
- Offer smoking cessation workshops.
- Commit to a plan to make your workplace 100% smoke-free.
- Organize a weight-loss support group at work.
- Ensure your cafeteria or vending machines offer healthy food choices, and healthy snacks and drinks.
- Arrange employee health screenings.
- Organize an employee Health Fair.
- Cooperate with nearby employers or neighbors on wellness activities; share information and generate competition.

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2012 Healthy Workplace Award Winners

EAM-Mosca Corporation
Highlands Physicians
Lycoming Engines
Paper Magic Group, a division of CSS Industries
RCN Telecom Services
United Methodist Homes—Wesley Village Campus
Weiler Corporation

2012 Continuing Excellence Award Winners

Astro Apparel, Inc.
Cargill
Hourigan, Kluger & Quinn PC
Pride Mobility Products Corp.
Vigon International, Inc.
Wayne Bank

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