

Building a Culture of *Wellness*



Fostering and encouraging healthier lifestyles and communities is part of our culture at Blue Cross and Blue Shield of Oklahoma (BCBSOK).

A natural extension of our efforts to help improve the health and wellness of our customers is our concern for the communities where we live and work.

Through community involvement, employee volunteerism, and charitable giving, we help fill the gap between the health care needs of our communities, and the ability of public and private entities to meet those needs.

With more than 1,300 employees, BCBSOK has a profound commitment to dedicating time, effort and funding to support a wide variety of health, human services, education and civic organizations — with a focus on meeting the unique needs of local residents.

Caring Vans

The Caring Van program delivers free immunizations to children across the state of Oklahoma and is a fundamental element of BCBSOK's community outreach. Operating through the Oklahoma Caring Foundation, a nonprofit organization administered by Blue Cross and Blue Shield of Oklahoma, the Caring Van program works at the grass-roots level where at-risk families live and work.

All Caring Van immunizations are administered by a registered nurse from the city/county Health Department at licensed child care homes, centers,

schools and community events. Each child's immunization records are entered into the Oklahoma State Immunization Information System, where they remain portable.

Since its start in 1999, the Caring Van program has provided more than 100,000 immunizations, helping move Oklahoma's national ranking in childhood immunizations to 25th from 44th.



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“Successful wellness efforts require more than talk; they require clear strategies, a plan of action, comprehensive tools and methods of evaluation.”

— Joseph Nicholson, MD, Chief Medical Officer and Vice President of Health Care Management

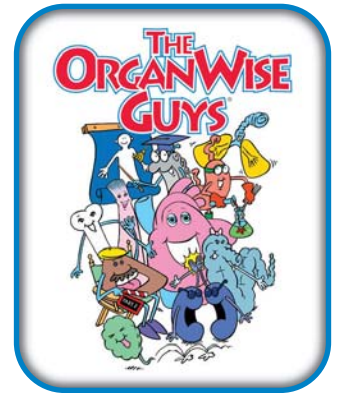


Our Wellness Ambassador

As the health and wellness ambassador for BCBSOK, Blaze the Braggin' Blue Dragon promotes healthier practices among Oklahomans, especially young children. Blaze's "Be Smart – Don't Start!" Smoking Contest encourages Oklahoma students (grades K-5) to create ideas for a 30-second TV public service announcement about the danger of tobacco. Blaze's community outreach efforts also include visits to children's hospitals, community and charitable events, as well as in-the-community immunization events with the Caring Vans, which is the Oklahoma Caring Foundation's primary community outreach initiative.

OrganWise Guys®

Another BCBSOK community-based wellness initiative with a track record of results is the OrganWise Guys program. It is a classroom-based program that uses fun characters to help teach young children physiology and lifelong healthy behaviors through read-aloud books, games, dolls and informational videos, along with short periods of physical activity integrated with academic lessons.



In collaboration with regional partners in various parts of the state, such as the Choctaw Nation Health Services, this statewide education is available to 20 schools, each of which receive \$3,000 in OrganWise Guys materials.

Champions of Health

The Champions of Health awards program honors individuals and organizations working to make a difference in the health of Oklahoma communities. Champions of Health provides recognition and support for those working to improve Oklahoma's health and encourages others to follow their lead. For more information regarding the Champions of Health awards, visit www.championsofhealth.org.

Volunteerism in Our Communities

Launched in April 2008, the Blue Corps Employee Volunteer Program supports the efforts of selected charitable organizations with volunteers and financial contributions in the communities where we live and work. For every verified employee hour volunteered to an approved community partner, BCBSOK contributes \$20 to the designated charitable organization, up to an annual contribution of \$2,000.

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