Diversity & Inclusion
MEASURING OUR COMMITMENT
At BlueCross each person counts.

This report shows some of the ways we measure this commitment and how it makes a difference in the lives of the people we serve.
Cultivating diversity and inclusion is the right way to do business for our members.

It gives BlueCross a competitive advantage by intentionally creating a workforce that’s a reflection of the individuals we serve.

Like anything worthwhile, our commitment is more than words. We put our belief into action, and we’ve approached it in a disciplined way, with measurable goals tied directly to executive performance.

Those goals include:

- employee development and engagement,
- cultural awareness and competence,
- supplier relationships and community partnerships,
- and most important, they include our recruitment and hiring practices.

Diversity – like people – is always changing. That’s why we’ve made a long-term commitment to this effort, and we believe we’re moving in the right direction.

JD Hickey, M.D.
President and CEO
For the second consecutive year, BlueCross has been selected as one of “America’s Best Employers for Diversity” by Forbes. Our 2019 ranking places us at No. 3 out of 250 companies in the U.S. That’s above other Top 10 companies like Netflix, Penguin Random House and Visa. According to Forbes’ methodology, we are the nation’s top health insurer in terms of our focus on diversity and inclusion.

We’re also proud to say that we’ve improved our ranking since last year’s inaugural list named us No. 33 in the nation.

Word of mouth
It’s worth noting that the methodology behind these rankings is not based on any formal participation or competition from the companies included.

Forbes sponsored an independent, third-party study that surveyed 50,000 workers at companies around the country. The rankings are based primarily on responses from workers at each company, along with publicly available information and non-employee recommendations as secondary factors.

Developing a workforce representative of our members
In 2018, Forbes also ranked BlueCross as one of “America’s Best Employers for Women” and one of “America’s Best Employers” overall.

While pursuing honors has never been our company’s goal, we acknowledge the positive impact our intentional diversity focus has on our employees, and the service they provide to our members.
More Recognition

2019

HUMAN RIGHTS CAMPAIGN
BEST PLACE TO WORK FOR LGBTQ EQUALITY
One of 571 U.S. employers to score 100 out of 100 possible points

FORBES
AMERICA’S BEST LARGE EMPLOYERS

2018

FORBES
BEST EMPLOYERS FOR DIVERSITY
BEST EMPLOYERS FOR WOMEN
AMERICA’S BEST LARGE EMPLOYERS

NASHVILLE BUSINESS JOURNAL
WOMEN OF INFLUENCE
Dr. Andrea Willis, Senior Vice President and Chief Medical Officer

THE TENNESSEAN
NASHVILLE TOP WORKPLACES 2018
More Recognition

2018

MEMPHIS BUSINESS JOURNAL
SUPER WOMEN IN BUSINESS
Lisa Driver, Regional Director, Account Manager

MODERN HEALTHCARE
TOP 25 MINORITY EXECUTIVES
IN HEALTH CARE
Dr. Andrea Willis, Senior Vice President and Chief Medical Officer

HUMAN RIGHTS CAMPAIGN
2018 CORPORATE EQUALITY INDEX
One of only 22 insurers in U.S. to earn
95 percent or higher out of a possible 100 points

2017

DIVERSITYINC
TOP 11 REGIONAL COMPANIES
Recognizing diversity and inclusion management

THE COMMERCIAL APPEAL
MEMPHIS TOP WORKPLACES 2017

URBAN LEAGUE OF GREATER CHATTANOOGA
CORPORATE AWARD
Inclusion by Design

NATIONAL ORGANIZATION FOR WORKFORCE DIVERSITY
LEGACY AWARD
Ron Harris, Vice President of Diversity and Inclusion
OUR PEOPLE

**TOTAL EMPLOYEES**

NEARLY 6,500

**OF EMPLOYEES ARE PROFESSIONAL OR TECHNICAL EXPERTS**

**OFFICES ACROSS THE STATE**

6

**ON-SITE**

71%

**TELECOMMUTER**

29%

**BOARD OF DIRECTORS**

23% FEMALE 31% ETHNIC MINORITY

**LEADERSHIP**

100% OF CEO’S DIRECT REPORTS HAVE MEASURABLE DIVERSITY GOALS TIED TO THEIR INCENTIVES AND IN 2018, 100% ACHIEVED THESE GOALS

**EXECUTIVE TEAM**

38% FEMALE 25% ETHNIC MINORITY

**MANAGEMENT**

60% FEMALE 16% ETHNIC MINORITY
ETHNIC GROUP

- 25% ETHNIC MINORITY
- 73% NON-MINORITY
- 2% NOT SPECIFIED

GENDER

- 74% FEMALE
- 26% MALE

PEOPLE WHO ARE LGBTQ

We offer a wide range of benefits including:
- Domestic partner health care benefits for same-gender partners
- Transgender benefits, including gender-reassignment surgery

We work to actively recruit and retain people who self-identify as LGBTQ, through:
- Connecting with universities to encourage LGBTQ students to attend recruitment events
- Including sexual orientation and gender identity as part of our nondiscrimination policy

AGE

- **GENERATION Z**
  - <1% (1997 and later)
- **MILLENNIAL**
  - 32% (1996-1981)
- **GENERATION X**
  - 46% (1980-1965)
- **BABY BOOMER**
  - 21% (1964-1946)
OUR PROGRAMS

4 EMPLOYEE RESOURCE GROUPS

An Employee Resource Group (ERG) is a voluntary employee association that operates under the oversight of Corporate Diversity and is organized around a common dimension of diversity:

- Women’s Leadership Network
- Employee Veterans Group
- Generational Diversity Employee Resource Group
- International Employee Resource Group

ERGs are inclusive and open to any active employee who wishes to join.

100% of ERGs have executive sponsors, and our CEO meets with each ERG quarterly

CEO-LED EXECUTIVE DIVERSITY COUNCIL

Helps shape official diversity policy and programs and includes representation from employees across the company in multiple job roles (leadership, entry-level, exempt and nonexempt)

4 CULTURAL AWARENESS SESSIONS

The company sponsors quarterly events available to all employees:

- Black History Month
- Working with Colleagues who are Differently Abled
- Hispanic Heritage
- International Employees

FIRST EMPLOYER

Headquartered in Chattanooga to employ people with intellectual and developmental disabilities through Project SEARCH

We hire and provide internship opportunities for individuals with Autism Spectrum Disorders in partnership with the MoSAIC program at the University of Tennessee at Chattanooga.
**OUR SUPPLIERS**

- BlueCross spent nearly $80 million with diverse suppliers in 2018
- And we spent nearly $26 million with women-owned businesses

**PUBLIC EVENTS**

- **THE POWER OF WE**
  - In 2018, we hosted The Power of We Workforce Diversity Conference in Nashville. Nearly 100 professionals from fellow Tennessee businesses attended, as did community leaders and decision-makers from all regions of the state.

**OUR COMMUNITIES**

**NEARLY $10.5 MILLION GIVEN TO TENNESSEE**

Led by our Health Foundation, our philanthropic efforts chiefly support the BlueCross Healthy Places program, which creates and improves active, healthy spaces in communities across the state. Our Community Trust also supports charitable clinics, diversity and inclusion, disease management and youth development.

**DIVERSITY SCHOLARSHIP PROGRAM**

Has awarded more than $150,000 to minority students studying for careers in health care fields.

- 2013: $15,000
- 2014-2018: $30,000 annually

**BLUECROSS IS TEAMBLUE IN OUR COMMUNITIES. IN 2018, WE:**

- Contributed 1,740 unique volunteers
- Who served for 7,271 volunteer hours
- In 155 volunteer opportunities
- Providing $210,850 of in-kind service

**OUR SUPPLIERS**

**PUBLIC EVENTS**

- **THE POWER OF WE**
  - In 2018, we hosted The Power of We Workforce Diversity Conference in Nashville. Nearly 100 professionals from fellow Tennessee businesses attended, as did community leaders and decision-makers from all regions of the state.
“The thing I like most is the people I work with.”
Brittany Barnett
BlueCross Intern through Project SEARCH, an employment program for people with intellectual and developmental disabilities.

Diversity is more than facts and figures.
Hear our employees’ personal experiences with diversity at BlueCross.
Visit bcbst.com/diversity