



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.

THE
POWER
OF **WE**



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



Ranked 3rd Nationwide for Diversity

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



BEST

PLACES TO WORK

2019 for LGBTQ Equality

100% CORPORATE EQUALITY INDEX™

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



44% OF EMPLOYEES ARE
**PROFESSIONAL OR
TECHNICAL EXPERTS**



6 OFFICES ACROSS THE STATE



71% **29%**
ON-SITE TELECOMMUTER



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%

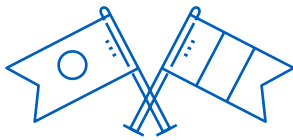
ETHNIC
MINORITY

73%

NON-
MINORITY

2%

NOT
SPECIFIED



BLACK OR AFRICAN AMERICAN 18%

ASIAN 3%

HISPANIC 1%

TWO OR MORE RACES 1%

PACIFIC ISLANDER >1%

AMERICAN INDIAN OR ALASKA
NATIVE >1%

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)

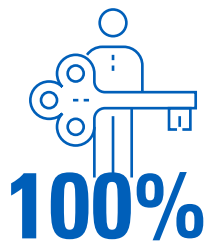
OUR PROGRAMS

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.



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



Project | SEARCH®

FIRST EMPLOYER

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

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 Able
- Hispanic Heritage
- International Employees



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 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



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

PUBLIC EVENTS



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.**

THE
POWER
OF **WE**



Diversity is more than facts and figures.


Hear our employees' personal experiences with diversity at BlueCross.


Visit bcbst.com/diversity




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1 Cameron Hill Circle
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BlueCross Diversity and Inclusion

All figures are latest available at time of publication
and are rounded to nearest whole percent.