


THE  
POWER  
OF  
WE



## Diversity & Inclusion

SHARING OUR STORIES &  
MEASURING OUR COMMITMENT





# Each person counts at BlueCross.

Our stories show  
how this commitment  
makes a difference  
in the lives of our  
employees and 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, 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

# Diverse, Inclusive and Recognized

For the third consecutive year, BlueCross has been selected as one of “America’s Best Employers for Diversity” by Forbes.

In 2020, BlueCross is the second highest-rated company in Tennessee and one of the top 100 companies Forbes ranked nationwide.

## Word of mouth

It’s worth noting that BlueCross can’t compete for this award. Forbes also doesn’t allow companies to request to be included.

Instead, Forbes sponsors an independent, third-party study that surveys thousands of workers at companies around the country. Workers’ perceptions of their own company and others, as well as publicly-available diversity information, provide the annual results.

## Developing a workforce representative of our members

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.







DANIEL LAU  
Enterprise Architect

Left to right:  
BARRY CONDRA,  
Operations Manager;  
ROBERT THOMAS  
Contract Specialist;  
and VALERIE LAUER,  
Communications Specialist





HUMAN RIGHTS CAMPAIGN  
**Best Place to Work for  
LGBTQ Equality**

One of under 1,000 U.S. employers  
to receive a perfect score



**NCQA Distinction in  
Multicultural Health Care**

For service excellence and efforts to reduce  
health care disparities



FORBES  
**America's Best  
Employers for Diversity**

**America's Best Large  
Employers**

HUMAN RIGHTS CAMPAIGN  
**Best Place to Work for  
LGBTQ Equality**



FORBES  
**America's Best Employers  
for Diversity**

**America's Best Employers  
for Women**

**America's Best  
Large Employers**

HUMAN RIGHTS CAMPAIGN  
**Corporate Equality Index**

NASHVILLE BUSINESS JOURNAL  
**Women of Influence**

Dr. Andrea Willis, Senior Vice President  
and Chief Medical Officer

THE TENNESSEAN  
**Nashville Top Workplaces**

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





**“BlueCross is the type of place that has opportunities for advancement. I’ve been here 11 years, and I’ve learned so much along the way.”**

**KENISHA MILLER**

(left) telecommuter and Claims Auditor

One family has a history at BlueCross that stretches back nearly 40 years. The Millers – mother Lorraine, father Kenneth and daughter Kenisha – all work in different business areas. Lorraine serves as a BlueCross Investment Accounting Coordinator, and Kenneth is an Associate in our Records department. They’re grateful for the opportunities BlueCross has provided and that the company continues to be such a large part of their lives.



# Our People



TOTAL  
EMPLOYEES  
**MORE THAN**  
**6,500**



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



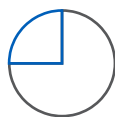
**6** OFFICES ACROSS THE STATE



**68%**  
**ON-SITE**

**32%**  
**TELECOMMUTER**

## GENDER



**75%**  
**FEMALE**

**25%**  
**MALE**



LEADERSHIP  
**100%** OF OUR  
CEO'S DIRECT REPORTS  
HAVE MEASURABLE  
DIVERSITY GOALS  
TIED TO THEIR  
INCENTIVES

## EXECUTIVE TEAM

**38%**  
**FEMALE**



**25%**  
**ETHNIC**  
**MINORITY**

## MANAGEMENT

**61%**  
**FEMALE**



**16%**  
**ETHNIC**  
**MINORITY**



**“When you’re starting your career, you don’t know your true passions and what’s in your heart. I’ve been fortunate to discover those passions here.”**

**STEPHANI RYAN**

BlueCare Tennessee Vice President of Long Term Services and Supports

In her current role, Stephani determines how BlueCross can provide the needed services for individuals with long-term health care concerns, so they can have the most meaningful lives possible. As a past Nashville Business Journal Employee of the Year, Stephani is also a founding member and executive sponsor of the Women’s Leadership Network, a BlueCross employee resource group.



**"There's only one prerequisite to the American dream, and it is hard work. If you work hard, you're going to make it, and I think I'm proof of that."**

**ALI ABBAS**

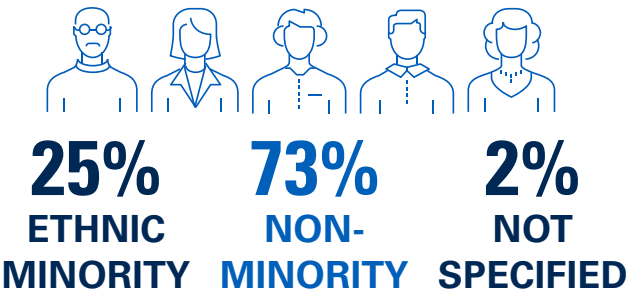
Information Delivery Reporting Solutions Consultant (back row, second from left)

While African-American employees make up our largest ethnic demographic, Asian employees are our fastest-growing one. In 2019, BlueCross hosted a South Asian Cultural Awareness Program where employees shared their experiences.



# ETHNIC GROUP

- BLACK OR AFRICAN-AMERICAN 18%
- ASIAN 3%
- HISPANIC 1%
- TWO OR MORE RACES 2%
- PACIFIC ISLANDER <1%
- AMERICAN INDIAN OR ALASKA NATIVE <1%



**“Sexual orientation and gender identity are just pieces of who our employees are, not the whole person. I didn’t want to be labeled ‘the gay supervisor.’ I wanted to be known for my merits and my skill set.”**

**BARRY CONDRA**  
Operations Manager



## **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 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**







**“At BlueCross, no one looks at me sideways.  
I can be myself.”**

**ROBERT THOMAS**

Contract Specialist

A millennial born and raised in Detroit, Robert recognizes how history and family have influenced his career and the man he is today. He shared his experiences and journey from the Motor City to Chattanooga as part of a presentation at the 2019 Black History Month celebration for employees.



NEARLY  
**3%**  
OF OUR  
WORKFORCE  
IS A  
**U.S. ARMED  
SERVICES  
VETERAN**



**“I have a deep love for people and enjoy helping them through their struggles. I saw that PTSD was an epidemic, but many veterans were going undiagnosed and committing suicide due to the stigma, embarrassment and feeling of hopelessness. My interest only grew from there.”**

**DR. VONDA HARRISON, PH.D.**

Air Force Veteran and Manager of Behavioral Health Quality Management

# Our Programs

## 7 EMPLOYEE RESOURCE GROUPS

An Employee Resource Group is a voluntary employee-led association organized around a common dimension of diversity:

- Women's Leadership Network
- Employee Veterans Group
- Generational Diversity Group
- Finance and Accounting Group
- International Group
- LGBTQ+ Group
- Latino and Hispanic Group



**“If this NABA chapter is going to be successful, it won’t be because of me, it’ll be because of WE.”**

**BERNARD HARRIS**  
Senior Financial Analyst

In 1969, less than 1% of certified public accountants nationwide were African-American – a statistic that hasn’t changed in 50 years. Bernard aims to help improve that number. That’s why he helped start the company’s Finance and Accounting Employee Resource Group. And, he launched the Greater Chattanooga chapter of the National Association of Black Accountants (NABA) with support from BlueCross.



Project | SEARCH®

## FIRST EMPLOYER

HEADQUARTERED IN CHATTANOOGA TO EMPLOY PEOPLE WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES THROUGH PROJECT SEARCH



We also hire and provide internship opportunities for individuals with Autism Spectrum Disorders in partnership with the Mosaic program at the University of Tennessee at Chattanooga.



**“I’ve been excited to work at BlueCross since the first time I walked through the door. I’m really happy to be here – and it’s awesome that I get to stay.”**

**MARTIN BOATWRIGHT**

Project Search graduate and BlueCross consultant (far right)

Martin is one of five Hamilton County special education students who completed the inaugural Project SEARCH program at our Chattanooga headquarters. He and fellow intern D’Angelo McReynolds (center) remain connected to BlueCross following graduation – Martin in a part-time role with the partner company handling our campus environmental services and D’Angelo in a full-time position with the BlueCross records department.



# 4 CULTURAL AWARENESS SESSIONS

The company sponsors quarterly events available to all employees and designed to help us work better, together.

- Black History Month
- South Asian Cultural Awareness
- Hispanic Heritage
- Veterans Day



**“I think something unique about my culture is that we are very unified. Families are the core of our people.”**

**DIANA BARROSO**

Health Navigator (right)

As part of our ongoing commitment to developing our people, BlueCross celebrated Hispanic Heritage Month with a Cultural Awareness Session where employees shared their stories, cultural pride and love for BlueCross. The event also included a special musical performance by AppSystems Analyst Specialist Fernando Guadarrama (left); and the launch of our UNIDOS Employee Resource Group.

# Our Communities



**NEARLY 300** PROFESSIONALS FROM  
FELLOW TENNESSEE BUSINESSES ATTENDED OUR  
ANNUAL POWER OF WE WORKFORCE DIVERSITY  
CONFERENCE IN NASHVILLE.

**SINCE 2013, THE BLUECROSS  
POWER OF WE DIVERSITY  
SCHOLARSHIP PROGRAM**

has awarded more than

**\$190,000**

to minority students studying  
for careers in health care fields.

**BLUECROSS  
SPENT**

**\$75M**

**WITH DIVERSE SUPPLIERS  
IN 2019**



**“I want to help women understand what’s happening  
in their bodies.”**

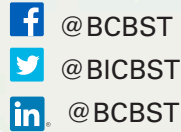
**CHYNA GERMANY**

BlueCross Power of We scholar and nursing major at the University of Tennessee  
at Chattanooga (right)



## Connect with us

bcbst.com



Forbes | 2020

**THE BEST  
EMPLOYERS  
for DIVERSITY**

POWERED BY STATISTA

Forbes | 2019

**AMERICA'S  
BEST LARGE  
EMPLOYERS**

Powered by **statista**



HUMAN  
RIGHTS  
CAMPAIGN  
FOUNDATION

**BEST**

**PLACES TO WORK**

**2020** for LGBTQ Equality

**100% CORPORATE EQUALITY INDEX™**



**of Tennessee**

BlueCross BlueShield of Tennessee

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Chattanooga, TN 37402

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BlueCross Diversity and Inclusion

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

