



# *A Legacy of Caring*

REPORT TO THE COMMUNITY – 2009



BlueCross BlueShield  
of New Mexico

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We believe that through partnering with others, we can  
extend our help and caring to more people in need.”*

– Liz Watrin



## *A Message from Liz Watrin, President, Blue Cross and Blue Shield of New Mexico*

**I**n our 70-year history, Blue Cross and Blue Shield of New Mexico has created a lasting legacy of caring for our members, our employees and the communities we serve. We are proud of this achievement, and we remain committed to continuing to build on the tradition.

Last year, our nation faced increasing challenges, uncertainties and economic turmoil. We continue to be committed to our mission of promoting the health and wellness of our more than 300,000 members and communities through accessible, cost-effective, quality health care.

We are also proud of our tradition of community involvement. We partner with agencies and organizations such as the New Mexico Department of Health, University of New Mexico Medical School, Eastern New Mexico University, New Mexico State University and the American Heart Association to provide medical services, immunization clinics, health fairs, education and informational workshops. We believe that through partnering with others, we can extend our help and caring to more people in need.



One of these partnerships is our Care Van program. The van traveled more than 18,000 miles during 2009 to provide a mobile clinic for health care outreach. We were able to do these clinics because of our well-established partnerships within the local community. Working with our health care partners, we helped to provide 3,000 immunizations and 2,500 health screenings to underserved New Mexicans statewide.

BCBSNM employees devote themselves not only to their work and the members they serve, but also to their communities through organizations such as Roadrunner Food Bank, American Cancer Society, Juvenile Diabetes Research Foundation and Youth Development, Inc. For almost 20 years, our employees have come to the aid of low-income school children statewide, providing school supplies through our annual Operation Back to School drive. Our employees give their time, their money and their talents to these and many other organizations and projects. It is a privilege for me to lead this caring organization and our dedicated employees.

While we see the beginning of economic recovery, our nation has a challenging road ahead. BCBSNM is well-positioned for these challenges and opportunities. Our company and our employees will continue to help our members improve their health and well-being. We will continue to support New Mexico health care initiatives statewide. As we start this new decade, BCBSNM moves forward with the confidence to succeed in the future, while extending our legacy of caring.

*Elizabeth A. Watrin*



## *A Legacy of Caring*

Throughout our history, Blue Cross and Blue Shield of New Mexico (BCBSNM) has navigated through challenging times, but we have always kept true to our mission of improving the health and wellness of our members and our communities. Creating a lasting legacy of caring remains a top priority with our company and our employees. Our work strategies continue to strengthen these commitments of helping New Mexicans, as we have for the past 70 years.

We have chosen to partner with community organizations and agencies that can create long-term impacts on health and wellness. Many of these collaborations have become stronger with each passing year and event. Working together, BCBSNM and our partners are able to expand our outreach programs and serve more people each year.

BCBSNM sees breast cancer health issues on a daily basis through our work with members. Our employees understand that this disease affects the lives of many New Mexicans, including family members, friends and co-workers. BCBSNM has been a sponsor of the American Cancer Society's Making Strides Against Breast Cancer Walk for nine years.



Our employees bring passion and dedication as they volunteer for Making Strides. Hundreds of employees have worn the BCBSNM Making Strides T-shirt on walk day. Some of the money raised through this event goes to research at a national level, but over half of the funds remain in New Mexico, funding free mammograms for the underserved through the Breast Cancer/Cervical Cancer Early Detection program; providing mentoring and literature through Reach to Recovery; and also providing prostheses, wigs and makeup in the Look Good, Feel Good program. Our employees are proud of our continuing commitment to this worthwhile cause.

In New Mexico, one out of six people is at risk of going hungry each day. BCBSNM realizes that good nutrition is essential for good health; so we have sponsored the RoadRunner Food Bank's annual fundraiser, Souper Bowl, for more than a decade. BCBSNM employees volunteer for this event, assisting the participating chefs. BCBSNM is also one of the sponsors for the Food Bank's Mobile Food Pantry program. This



mobile van delivers food to underserved communities around the state. Several food drops are in conjunction with our Care Van clinics.

Education is fundamental to a healthy community, yet many children in our state do not have the basic supplies needed to perform well. BCBSNM employees took this need to heart 19 years ago, when we began Operation Back to School. Through this employee-driven program, elementary school children receive basic school supplies. BCBSNM employees spend the summer months collecting supplies through personal purchases and fundraising events. In 2009, supplies were delivered to six school districts in all parts of the state and to four individual schools in our local community. Delivery teams are often met by amazed school principals and teachers as they help unload case after case of supplies.

Our Care Van program launched in 2006 to help improve health access and outcomes for New Mexicans. In 2009, the van traveled more than 18,000 miles throughout the state, offering — through partnerships with the Department of Health, Eastern New Mexico University and the University of New Mexico — immunizations and health screenings to many people who might not otherwise receive medical care. This past year, we expanded this outreach to additional monthly clinics in rural New Mexico communities.



In some homes in New Mexico, the holidays are not particularly merry and bright. BCBSNM employees have joined with the Youth Development, Inc., (YDI) Headstart program to help bring holiday cheer to families in need. YDI supplies wish lists for each family, which are then matched to our department teams. The families are diverse, including single moms, grandparents raising grandchildren and military families with a deployed parent. Employees conduct fundraising events, and many employees personally buy gifts to fulfill their family's wish list. Delivery day brings tears to the eyes of both employees and families as they meet each other for the first time.



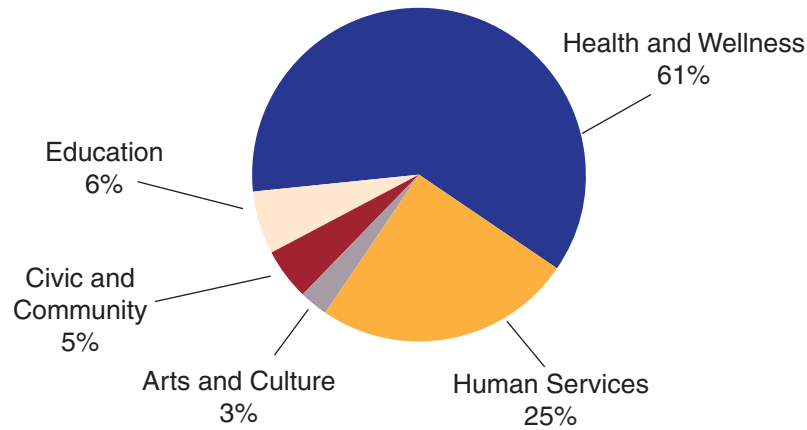
BCBSNM employees increased their volunteer efforts in 2009, donating more than 1,450 hours of personal time through our Blue Corps volunteer program. We sponsored employee volunteers in numerous community events, including the Mothers Against Drunk Driving Walk, Juvenile Diabetes Research Foundation Walk, Go Red for Women's Heart Health with the American Heart Association, National Letter Carriers Food Drive and Healthy Athletes with Special Olympics of New Mexico.

BCBSNM employees are quick to ask, "What can I do to help?" It is through the generosity of our employees and partners that BCBSNM is making a lasting difference in New Mexico.



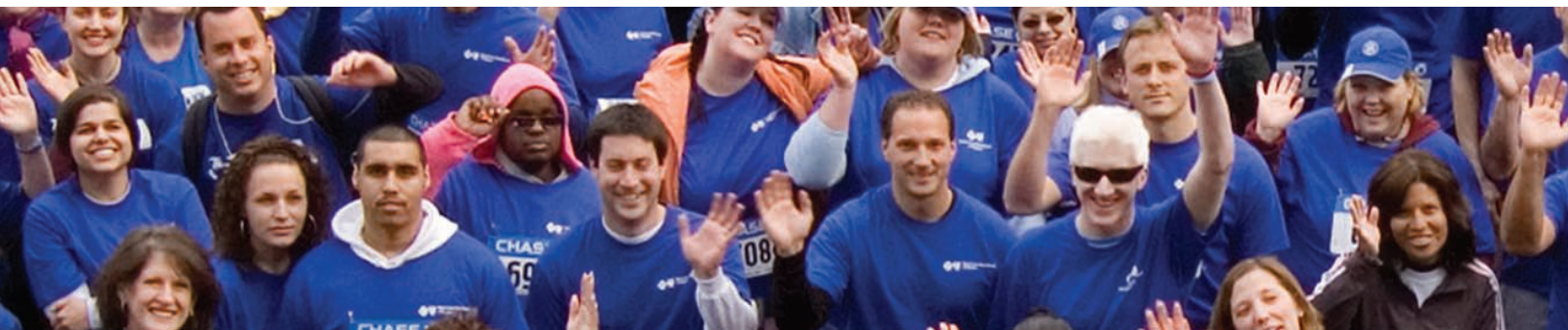


## *2009 Charitable Giving by Category*



*“Creating a lasting legacy of caring remains a top priority with our company and our employees.”*

– Liz Watrin



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