The Lifetime Healthcare Companies, formerly known as Excellus, Inc., is a family of companies that finances and delivers health care services across Upstate New York and finances long-term care across the country. At the core of the enterprise is Excellus BlueCross BlueShield, a nationally recognized health plan that serves 31 counties through four regional headquarters and several additional field offices (see map on next page). The Lifetime Healthcare Companies also offers health insurance through Univera Healthcare, an award-winning health plan that is based in Buffalo and serves the western region of New York State. Univera products are also offered in other regions of the state through Support Services Alliance, a subsidiary that focuses on the needs of small businesses.

As New York State’s largest not-for-profit health plan, the Lifetime Healthcare Companies remains committed to three core principles:

1. We exist to assure, in the communities we serve, that as many people as possible have affordable, dignified access to needed, effective health care services, including long-term care.

2. We recognize the need, and our responsibility, to reach out to all segments of the communities we serve, particularly the poor and aged and others who are underserved, to enhance quality of life, including health status.

3. We are committed to being a not-for-profit health insurer.
Beacon Network Services became a new affiliate of The Lifetime Healthcare Companies in 2002. BNS is a network of hospitals and 4,000 health care providers in the Albany area.

EBS Benefit Solutions provides employee benefits consulting and administrative services to more than 2,600 business clients.

Genesee Region Home Care provides home care, palliative care, and hospice services to more than 12,000 people annually.

Lifetime Health delivers health care services to more than 165,000 people in the Rochester, Buffalo, and Syracuse areas through its medical centers.

MedAmerica provides long-term care insurance to more than 61,000 people nationwide.

RMSCO supports clients nationwide and in six foreign countries with third-party administration of self-funded health plans.

Support Services Alliance helps more than 13,000 small business owners reduce the cost of their benefit programs.
Today, The Lifetime Healthcare Companies is the largest not-for-profit health insurer in New York State. At the same time, we remain a regional health plan ... and our region is Upstate New York.

Over the past several years, we have brought together a number of companies that share a common vision. We have built a vital enterprise that works every day to assure that as many people as possible have affordable, dignified access to needed, effective health care services. We are deeply rooted in our communities.

The Lifetime Healthcare Companies provides health care coverage to more than 2 million people. We deliver health care services to more than 175,000 people through our home care and health center operations. We provide long-term care insurance for more than 61,000 people, both in our region and across 49 states. We provide benefits consulting and administrative services to thousands of businesses, both large and small. More importantly, we strive to improve the quality of life and well-being for all our customers, as well as all the residents of our region.

This annual report, titled Leading with our hearts, outlines our goals, our actions, and our performance. We are proud of what we have accomplished and we are committed to achieving even more.

We understand that if we are to grow, our entire region must grow.

The communities of Upstate New York have both the natural and the human resources that are the prerequisite for economic growth. We have an abundance of water, a sound road and transportation system, a skilled workforce, and the educational resources needed to both keep pace with and lead technological advances.

Success, however, is not guaranteed. It will require leadership, a positive attitude, belief in ourselves, cooperation among our cities and counties, and a sustained, coordinated effort to grow the entire upstate economy.

We recognize that—out of self-interest and community interest—we have an obligation to assume an increasingly visible role in the economic development of our region.

The Lifetime Healthcare Companies is a $4 billion family of companies with more than 6,000 employees that live and work in communities across Upstate New York. This is our home ... and it is our future.

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Joseph J. Berman
Chief Executive Officer

Joseph Kurnath
Chairman of the Board

David H. Klein
President and Chief Operating Officer