There’s no place like home.

Blueprint for a healthy community
At Excellus BlueCross BlueShield, we’re proud to call the Utica area home. As part of a larger organization that stretches from Buffalo to Utica and from the Southern Tier to the North Country, we find strength in numbers and efficiencies in operations.

Yet, in each of our regions we are committed to our communities in many ways. Our local presence gives us the opportunity to foster relationships with the businesses and people we serve. With leadership from a regional president and in sales, communications and provider relations, we are dedicated to maintaining a strong local workforce and community presence. After all, our customers include our families, our neighbors and our friends.

Because we are an integral part of the Utica and North Country landscape, we believe our responsibilities go beyond contributing to the local economy by providing valuable products and good jobs. It’s also part of our mission to enhance the quality of life where we work and live.

We do that in several ways. For example, employees are given up to eight hours of Volunteer Time Off to work on behalf of a favorite charity or community organization. They take part in fund-raising activities as a company and as departments. Individually, they serve on nonprofit boards. Collectively, we have more than 6,600 employees. Many of them actively volunteer for community agencies and organizations across New York. We are proud of what they accomplish both on the job and in their private lives.

On a corporate level, we help to sponsor many worthwhile events that support other nonprofit agencies, youth groups and the arts. Through our Caring for Community initiatives, we work with other organizations to develop long-term solutions to pressing issues such as ensuring access to affordable health care and promoting healthy behaviors. Some of our initiatives stretch across Upstate New York, while others are tailored to specific regional needs.

We’ll continue to invest in our communities not only because it’s the right thing to do, but also because it’s our home.
Doorways to Health

Opening up possibilities

As a nonprofit health plan, we believe we have an obligation to help improve the quality of life where we do business. To demonstrate our commitment, we formalized the process whereby we partner with other organizations to address specific health care needs in our regions. Our Caring for Community initiatives usually involve many partners working towards long-term common goals that address specific health concerns or affect a particular population.

Providing access to health care in rural areas
- Adirondack Medical Center
- Tri-Lakes Uninsured Project

Teaching teachers about chronic illness in children
- School Educational Series – Asthma and Diabetes

Improving quality of life for families with ill children
- CompassionNet

Expanding access, identifying needs
- Adolescents With Eating Disorders – YWCA

Developing an adequate health care workforce
- Education and Encouragement for Health Care Professionals

Encouraging healthy behaviors
- Be Active America on the Move
- Champlain Valley Physicians Hospital – Fight the Fat
- Step Up

Improving care at end-of-life
- The Palliative Care Center
Providing Access to Health Care in Rural Areas

Five areas of focus regarding health care and health insurance in the Tri-Lakes area were identified as a result of a telephone survey of 2,000 households supported by Excellus BlueCross BlueShield and others in the Adirondack Medical Center Tri-Lakes Uninsured Project.

Excellus BlueCross BlueShield and several government and community organizations in the Uninsured Task Force Partnership are working collectively to raise awareness about access to health insurance and health care in the rural Tri-Lakes region. As part of the Adirondack Medical Center (AMC) Tri-Lakes Uninsured Project, 2,000 households in seven counties were surveyed in 2003 to determine access to health care and health insurance. Based on the telephone survey, five areas of focus were identified. They are

- Developing advocacy initiatives
- Implementing enrollment activities
- Offering affordable health insurance options
- Engaging the business community
- Raising public awareness/educating the community

While the task force addresses long-term goals, Excellus BlueCross BlueShield is meeting immediate needs by providing facilitated enrollers who help uninsured people find a health insurance product that best fits their needs.

Increasing the availability and affordability of health insurance in the Tri-Lakes area has been undertaken by The Uninsured Task Force Partnership, a collaborative effort of many organizations, including Excellus BlueCross BlueShield.
Teaching Teachers About Chronic Illnesses in Children

Due to complications of their chronic conditions, children with asthma and diabetes often are absent from school, and their parents miss work to take care of them. A Caring for Community initiative of Excellus BlueCross BlueShield is helping school nurses, teachers and coaches to recognize the signs and symptoms of asthma and diabetes and to care for children with these chronic conditions.

Asthma is the leading cause of both chronic illness among children and school absenteeism attributed to chronic conditions, according to the National Center for Health Statistics. The National Center for Chronic Disease Prevention and Health Promotion says that diabetes affects one in every 400 to 500 children and that people with type 1 diabetes must have daily insulin injections to survive. Nationally, there is an increase in children diagnosed with type 2 diabetes due to the childhood obesity epidemic. Not only do children miss school because of these two chronic conditions, but their parents often must miss work to take care of them.

School nurses, teachers and coaches are with children for the majority of the day. Excellus BlueCross BlueShield is teaching school professionals how to identify asthma triggers in school, signs and symptoms at various stages of both diseases, use of appropriate action plans for control, nutrition management and the workings of an insulin pump.

Excellus BlueCross BlueShield is partnering with community organizations to improve the quality of life for school children with asthma and diabetes by educating school faculty about how to care for children with these chronic conditions.
When children have a potentially life-limiting illness, their families often are overwhelmed physically and emotionally. Jimmy Holmes was born three years ago with multiple medical problems due to exposure to lymphocytic choriomeningitis virus (LCMV). During pregnancy, Jimmy’s mother, Sue, contracted the disease from an infected guinea pig.

From birth Jimmy has required special equipment, intensive therapy, expensive prescriptions, and additional medical care at Rochester and Baltimore hospitals. Because of his disabilities, Jimmy is eligible for state health insurance under Medicaid. Although grateful for the coverage, Sue found the process for reimbursement exhausting.

“I had to fight for every single thing,” she said.

A year ago, life got a little easier for the Holmes family, thanks to CompassionNet, a program for Excellus BlueCross BlueShield members who have children facing a potentially life-limiting condition. Sue has Excellus BlueCross BlueShield coverage through her employer.

The goals of CompassionNet are to minimize suffering associated with the child’s disease or condition and to help the family cope effectively. Before CompassionNet, few children and families were able to receive this kind of “all inclusive coordination of care” that combines institutional and community-based services.

Physicians and nurse practitioners make referrals to the program. Working closely with providers, CompassionNet case managers coordinate social and support services that the child and his/her family need throughout the course of the child’s illness – even if those services may not be a benefit under the family’s health plan. For example, a child undergoing chemotherapy can get a wig or siblings can receive counseling for stress.

Sue, and her husband, James, recently took advantage of respite care provided by CompassionNet to take their first break from Jimmy’s intensive daily care. The couple also has a nine-year-old daughter, Jessica, who is devoted to her brother.

“It was such a relief,” said Sue, “But I knew the kids were safe, and it allowed us to come back refreshed for them and each other.”

Sue has high praise for CompassionNet and especially for the case manager. “She’s wonderful. She gives me a ‘yes’ or ‘no’ answer to my questions right away – often with a phone call or by email. “CompassionNet has been such a lifesaver,” Sue continued.

Offered in all Excellus BlueCross BlueShield regions and operated by Lifetime Care, CompassionNet has helped 19 families in the Utica region since its inception in July 2002.
More than five million people in the United States struggle with eating disorders, including anorexia, bulimia, binge eating disorder or borderline conditions (non-specified eating disorders), according to an article in *The New England Journal of Medicine*. The article also said that eating disorders are among the deadliest of all mental health disorders.¹

Excellus BlueCross BlueShield, the YWCA of the Mohawk Valley and other organizations hope to help adolescents with eating disorders and their families seek support from community agencies and to assist behavioral health practitioners in their treatment of this disorder. An assessment of 250 behavioral health practitioners in the region determined a need for more formal training about eating disorders. As part of the initiative, Excellus BlueCross BlueShield sponsored a daylong seminar attended by 33 practitioners.

An outcome of the seminar identified that more accessible information should be provided to adolescents, parents, health care professionals and behavioral health specialists. A brochure aimed at adolescents contains questions to ask themselves, types of eating disorders, warning signs and medical complications, and a list of agencies offering support services. These brochures are being distributed to schools, dentists, behavior health specialists, primary care physicians and pediatricians.

Unless we plan now for future demand, the number of nurses, radiology technicians, nuclear medicine technologists, pharmacists, physicians and other health care professionals soon will be inadequate to care for our aging population. Meeting the health care needs of the region requires a mutual understanding of the problems underlying shortages in many health care careers, as well as the needs of the population and desires of students.

Excellus BlueCross BlueShield is part of finding a solution to this increasing problem. They include:

- Providing seminars targeted at coders, behavioral health professions and others in related fields.
- Addressing the shortage of health care professionals with local colleges to determine partnerships to facilitate a solution to this problem.

In addition, Excellus BCBS offers summer and semester internships to students attending Utica College, Siena College, Mohawk Valley Community College and SUNY Institute of Technology, providing them with hands-on experience in the health care field. Now in the third year of participation in the Oneida County BOCES New Visions and Program of Excellence, Excellus BCBS mentors local high school seniors who are interested in health care careers. For 12 weeks, students job shadow and complete tasks and projects in departments closely aligned with their prospective college majors.

Developing an Adequate Health Care Workforce

Hosting seminars about specific health care conditions and professions and providing internships for students to get firsthand experience with health care are two ways Excellus BlueCross BlueShield is addressing the need for more and better informed health care workers.
Encouraging Healthy Behaviors

Obesity is a growing problem among children and adults. Excellus BlueCross BlueShield has partnered with other local organizations on three initiatives that encourage Utica area residents to get moving and eat healthy food: Be Active America on the Move for teens and Fight the Fat and Step Up for adults.

Be Active America on the Move

Establishing good health habits in the young – such as regular exercise and healthy eating – that can carry into adulthood is the premise behind Be Active America on the Move. A pilot program for New York State targeting students in grades 7 – 12, Be Active America on the Move has built-in statistical measurements to monitor the progress of students. Students use stepometers, computer tools and peer buy-in to learn how to incorporate activity into their daily lives.

Research shows that healthy and active students perform better academically. By walking an extra 2,000 steps each day and eating 100 fewer calories each day, most students can balance energy expenditure and calorie consumption to stop the current average weight gain of one to three pounds per year.

Through the involvement of Excellus BlueCross BlueShield, Oriskany School District students have been participating in Be Active America on the Move. The program has been incorporated into both the health and physical education curricula. Not to be left out, faculty have joined the movement as well. Elementary students and faculty will be added in 2005.

Champlain Valley Physicians Hospital – Fight the Fat

To raise awareness about how obesity is associated with an increased risk of heart disease, certain types of cancer, type 2 diabetes, stroke, arthritis, breathing problems and psychological disorders such as depression, Excellus BlueCross BlueShield has joined Champlain Valley Physicians Hospital (CPVH) in Plattsburgh to “Fight the Fat.”

Adapted from a health and wellness program that started in Iowa in the late 1990s, “Fight the Fat” is a 10-week collaboration between the community and the medical center that focuses on weight loss, exercise, stress relief and healthy living. “Fight the Fat” is unique in that the participants form teams of five to 10 people. The team approach provides support for individuals.
Simple choices that will easily fit into peoples’ lives are at the core of Step Up, a community-wide health improvement initiative designed to get people to increase their physical activity and eat a healthier diet. Participants can track their progress through an interactive Web site, www.stepup.excellusbcbs.com.

Simple steps everyone can take include:
- parking farther from the store
- taking the stairs instead of the elevator
- walking the dog an extra lap around the block
- eating smaller portions

The growing problem of obesity not only puts Upstate New Yorkers at risk for life-threatening diseases, but also contributes to the cost of health care and thereby increases the cost of health insurance coverage for all.

More than 36 percent of Upstate New Yorkers are overweight, according to a recent Zogby International survey commissioned by Excellus BlueCross BlueShield. The good news is that a majority of Upstate adults (56.5 percent) reported being physically active for more than six months. More than 25 percent of those surveyed intend to increase their physical activity.

In 2004, Excellus BlueCross BlueShield launched its Step Up program to promote the benefits of exercise and eating healthy food. In addition to its advertising campaign to raise awareness that small behavioral changes can result in significant results, Excellus BCBS developed a Web site where participants can track progress and find helpful tips in their quest to be more active. Partners in the endeavor to help local residents get moving and eating better are WKTV, Clear Channel Radio, WSRK, Oneida County, Oneida County Health Department and Sangertown Square Mall.
Improving Care at the End-of-Life

When the need for palliative care in Herkimer and eastern Oneida counties became evident, Excellus BlueCross BlueShield and other organizations partnered to bring end-of-life services to residents in the form of the Palliative Care Center located at Valley Health Services.

For many patients who suffer with advanced, chronic, end-stage or terminal illness, their experiences with medical care often fall short and do not meet their spiritual and emotional needs. Palliative care, focusing mostly on pain relief and patient preferences rather than on curing the underlying disease, might better serve them in their last days.

When the need for palliative care in Herkimer and eastern Oneida counties became evident, Excellus BlueCross BlueShield and other organizations embarked on a three-year project to coordinate end-of-life services for local residents. The result was the Palliative Care Center, located at Valley Health Services (VHS) in Herkimer.

The center serves individuals managing their condition at home as well as individuals in need of inpatient care. The patient and case manager work on a one-on-one basis to determine the level and type of needed care. In 2003, 58 residents/patients received care. VHS and BOCES piloted a specific palliative care curriculum for LPN students that has been incorporated into the nursing clinical rotation at VHS.

In 2004, patient services were expanded to include therapeutic touch and massage, lymphedema and relaxation therapies. Demand for palliative care necessitated increasing the number of inpatient beds from four to 10.

About 100 health care professionals attended a second palliative care conference in Utica, hosted by Excellus BCBS and the Palliative Care Center. The keynote speaker was Pat Bomba, MD, vice president and medical director for the parent company of Excellus BCBS. Other presenters included members of Educate Physicians on End-of-life Care (EPEC).
Continuing our investment in the community

The health and well being of a community can be measured in many ways, including the number and kinds of charitable organizations and cultural activities it supports. We have a long history of helping other nonprofits and giving back to our community. Here are some of the organizations we have partnered with to make a difference in our communities.

Community Health Awards
- Improving the quality of life where we live

American Diabetes Association/American Lung Association
- Having their camp and health care, too

Oneida County Community Health Festival
- Brought back and expanded by popular demand

Project Kids Care
- Upgrading pediatric skills for first responders
In fulfilling its mission of making a difference in the communities in which it serves, Excellus BlueCross BlueShield helps other organizations carry out their respective missions. Community Health Awards were developed to provide funding for programs that might not otherwise find support. Since the inception of the awards in 2002, Excellus BCBS has made 100 grants totaling more than $315,000.

The awards have been used for many things – from Automated External Defibrillators to youth health education. Many schools have received funds to purchase snowshoes and other exercise equipment; hospitals have been able to sponsor bike and safety rodeos; and numerous health and wellness activities have taken place because of the availability of Community Health Awards.

Twice a year, Excellus BlueCross BlueShield presents Community Health Awards to other nonprofit organizations that strive to improve the health and quality of life in the community. For example, past awards have enabled many school districts to purchase Baby Think It Over, computerized babies that allow teens to get a taste of parenthood for 24 hours.
Besides the everyday challenges of growing up, children with diabetes and asthma face the additional responsibilities of maintaining their health. Excellus BlueCross BlueShield is proud to help kids with these chronic conditions attend one of two special camps: Camp Sunshine for children with diabetes and Camp Superkids for youngsters who have asthma.

Located in Rush, NY, on 133 rural acres, Camp Sunshine is for children ages eight through 16. The residential camp includes an Olympic size swimming pool and offers hiking, horseback riding, crafts, boating and fishing, nature trails and special events. Every day, the medical staff provides instruction to campers on the proper use and administration of their medications and the steps they need to take to control their disease. The camp is owned and operated by the Rochester Rotary Club.

Adirondack Woodcraft Camps in Old Forge, NY, is the site of Camp Superkids®. Through arts and crafts and other activities, the residential camp counselors and medical staff teach the kids asthma management techniques – from the proper use of medication to ways to limit exposure to asthma triggers such as pet dander and dust. Confidence building also is integral to the camp experience: Hiking and canoeing expose asthmatic kids to new physical challenges with medical personnel close at hand.

One of the most beneficial aspects of attending Camp Sunshine or Camp Superkids® is that children with diabetes or asthma see that other kids like them are living with and managing their conditions.
As part of former Rome mayor and now Oneida County Executive Joseph A. Griffo’s “Healthy Communities” initiative, Excellus BlueCross BlueShield organized and sponsored the first Community Health Festival, attracting 2,000 Rome area residents and providing screenings for more than 200 attendees.

Because of the success of the first festival, Griffo asked Excellus BCBS to expand the festival to all of Oneida County in 2004. The second health festival took place at Sangertown Square Mall, where more than 40 community health organizations participated and attracted more than 3,000 people.

Activities included senior line dancing, making a healthy snack and exercise demonstrations. More than 325 people were screened for cholesterol, blood pressure, glucose, body fat, vision and dental health. Participants’ test results were reviewed with an on-site physician.

“Wellness is a critical public health issue, especially knowing obesity has become an epidemic,” Griffo said. “The Community Health Festival at Sangertown Square Mall is a continuation of our wellness effort. Those attending have access to free medical screenings for baseline numbers, health information and easy ways to stay fit.”

At the 2004 festival, Excellus BCBS introduced its new health initiative, Step Up. Almost 1,300 participants took the Step Up pledge to eat more fruits and vegetables, drink more water and exercise more. As they completed their pledge card and received educational information, they were rewarded with vegetables, fruit and water as well as a stepometer.

The Community Health Festival, first taking place in Rome, was so successful that Oneida County Executive Joseph A. Griffo asked Excellus BlueCross BlueShield to expand it to Oneida County in 2004.
To improve the pre-hospital emergency care given to children, Excellus BlueCross BlueShield partnered with Faxton-St. Luke’s Healthcare and Oneida County Voiture to support Project Kids Care. The project includes a fully-equipped mobile unit, where 1,300 emergency first responders and emergency medical technicians (EMTs) in Herkimer, Madison and Oneida counties now can receive on-the-spot training. The training, sensitive to the needs of both rural and urban communities, includes multi-dimensional, integrated modules based on basic and advanced life support. The curriculum reflects national, state and local criteria and is reviewed by emergency room physicians.
To maximize the value we bring to the place where we work and live, our nonprofit company sponsors and supports a wide range of community-based charities and organizations.

### Improving our community’s health
- Adirondack Medical Center
- AIDS Community Resources
- Alzheimer’s Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association of NENY
- American Red Cross
- ARC – Oneida Lewis Chapter
- Arthritis Foundation
- Bassett Hospital Foundation
- Central Association for the Blind & Visually Impaired
- Children’s Miracle Network
- CVPH Foundation
- Health Friends
- Hospice Care Inc.
- Loretto Utica Center
- March of Dimes
- Morgan Gardner Golf Tournament/Smith-Lemli-Opitz Research
- Mohawk Valley Community College Nurses Convocation
- Mohawk Valley Nursing Home
- Muscular Dystrophy Association
- National Center for Missing & Exploited Children
- New York State Association for Rural Health
- North Country Behavioral Network
- Otsego County SADD
- Resource Center for Independent Living
- Rome Memorial Hospital
- The House of the Good Shepherd
- Valley Health Services

### Supporting the arts and sports
- Canajoharie Cheerleaders
- Center State Girls Basketball
- Central New York Community Arts Council
- Chazy Youth Hockey
- Girls on the Run
- Leatherstocking Ballet
- Mohawk Valley Community College Softball
- National Soccer Hall of Fame
- New Hartford Cheerleaders
- New Hartford Youth Hockey
- North Utica Little League
- Oneonta Concert Association
- Ricky Parisien Scholarship – Pit Run
- Rome Baseball Association
- Rome Golf Foundation
- Rome Youth Hockey
- Stage II Productions
- Utica Symphony

### Enhancing our quality of life
- BIZ Eventz
- Boilermaker
- Boy Scouts of America
- Brushton-Moira Central School
- Cooperstown Chamber of Commerce
- Cornhill Community for Change
- Dolgeville Central School
- Dollars for Scholars
- East Side Senior Day Center
- Family Advocacy Center
- Family Nurturing Center
- Gloversville Schools
- Griffiss Local Development Corp.
- Honor America Days
- Jervis Public Library
- Lake Placid Central School
- Mohawk Valley Chamber of Commerce
- Mohawk Valley Economic Development Growth Enterprises
- Montgomery County Chamber of Commerce
- North Utica Senior Center
- Opportunities for Otsego
- Otsego County Chamber of Commerce
- Plattsburgh City School District
- Plattsburgh-North Country Chamber of Commerce
- Rome Area Chamber of Commerce
- Rome Catholic High School
- Rotary Club
- Rob Esche “Save of the Day Foundation”
- Saint Regis Falls Central Schools
- Thea Bowman House
- The Salvation Army
- Toys for Tots
- United Way
- Utica City School District
- Utica College
- Utica National Insurance Day
- Westmoreland Central School
- YMCA
- YWCA
Neighbors Helping Neighbors

Supporting employee involvement

We are fortunate to have employees who not only are dedicated to doing their jobs well and serving our customers, but who also extend themselves beyond our walls to help others in the community. They demonstrate their generous nature in many ways – such as donating to the less fortunate, serving on nonprofit boards or using their paid Volunteer Time Off (VTO) to chaperone a child’s school field trip. In the Utica region, employees used more than 500 hours of VTO in 2004 to help community nonprofit organizations during work time.

Going all out for the American Diabetes Association

Supporting our troops

Helping those who help others

Fulfilling a sick teen’s request
The American Diabetes Association (ADA) Utica Chapter benefits from the volunteer work and commitment of Excellus BlueCross BlueShield employees – from donating gifts for the children’s holiday party to supporting the America’s Walk for Diabetes, chaired in 2004 by the facilities manager for Excellus BCBS, Utica Region. Starting from and finishing at the Excellus BCBS Utica office, the 2004 walk was supported by dozens of Excellus BCBS employees, their friends and families. That same year, an Excellus BCBS nurse was the ADA local chapter’s board president. Excellus BCBS also provided nine scholarships to Camp Sunshine, the summer camp for children with diabetes, and staff supported the annual Charity Affair dinner.

As a way to say thanks for serving our country, Excellus BlueCross BlueShield, Utica Region employees have sent boxes of various items to U.S. military troops every year since 9/11. In 2004, 16 boxes of toiletries, food, socks, magazines, books, candy, etc., weighing 200 pounds, were collected, boxed and sent to individual military personnel. Five boxes went to soliders who are very special friends or family members of Utica region employees. The remaining 11 boxes were sent to troops from the Culver Avenue, Utica Armory.
When the Utica Chapter of the American Red Cross sent up a distress signal regarding computer problems, Cindy Hummel, regional president, Excellus BlueCross BlueShield, Utica Region, asked her IT department to come to the rescue. IT employees readily lent their expertise to the nonprofit organization by helping to resolve email and server-based issues. They also evaluated and advised the local chapter on two proposals from outside computer companies.

Fulfilling a sick teen’s request

Shortly before Thanksgiving in 2004, a young man in Excellus BlueCross BlueShield’s CompassionNet* program requested a computer to help him with his schoolwork and allow him to chat online with other ill teens. Excellus BCBS employees from various departments were quick to rise to the request. A Case Management nurse donated a computer, a Medical Benefits Management director contributed a computer desk, Information Technology staff refurbished and updated the computer, employees raised money to buy new computer hardware, and Communications staff provided funds for software upgrades. Employees felt good knowing their donations went to a very worthy cause. The donated computer will help the teen regain lost academic ground and allow him to communicate online with other teens who are in the same situation.

*CompassionNet, a program for member children with potentially life-limiting illness and their families, arranges for services not usually covered by health insurance. (See article on CompassionNet in this booklet.)
Our employees are generous with their time and talents to support community-based organizations that are near and dear to their hearts. To assist them in their efforts, we provide them with up to eight hours of paid Volunteer Time Off each year.

Following are some of the many groups with which they are associated.

<table>
<thead>
<tr>
<th>Community Organization</th>
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<tr>
<td>4th Independent Company of New York</td>
<td>General Herkimer School</td>
<td>New York State Police Survivors Program</td>
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<td>4th Tryon Co. Militia</td>
<td>Girl Scouts, Foothills Council</td>
<td>Northeast Lawn Mower Racing Organization</td>
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<td>Adirondack Medical Center Uninsured Task Force</td>
<td>Girls Inc. of Central New York</td>
<td>Northside Little League Baseball</td>
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<td>Adirondack Safe Kids Coalition</td>
<td>Griffiss Local Development Corp. (GLDC)</td>
<td>North Utica Little League</td>
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<td>All Inclusive Care for Children Coalition</td>
<td>Hall House</td>
<td>Notre Dame High School</td>
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<td>American Cancer Society</td>
<td>Hamilton College, LaVanguardia Latino</td>
<td>Oneida County Advisory Task Force</td>
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<td>American Diabetes Association</td>
<td>Helping Hands Through Service</td>
<td>Oneida County Community Health Festival</td>
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<td>American Heart Association</td>
<td>Herkimer County Prevention Council</td>
<td>Oneida Healthcare Center Auxiliary</td>
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<td>Herkimer Humane Society</td>
<td>Order of Sons of Italy</td>
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<td>Holy Temple Church #1</td>
<td>Otsego County Chamber of Commerce</td>
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<td>American Red Cross</td>
<td>Honor America Days Celebration</td>
<td>Plattsburgh North Country Chamber of Commerce</td>
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<td>A.O. Fox Hospital</td>
<td>Hope House</td>
<td>Rescue Mission</td>
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<td>ARC Foundation, Oneida and Lewis counties AYSO</td>
<td>Hospice and Palliative Care Inc.</td>
<td>Rome Area Chamber of Commerce</td>
</tr>
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<td>Hospice Quality Committee</td>
<td>Rome Humane Society</td>
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<tr>
<td>Bassett Hospital</td>
<td>Hospice, Light Up a Light</td>
<td>Rome Youth Hockey Association</td>
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<td>Bethel Baptist Church</td>
<td>House of the Good Shepherd</td>
<td>Ronald McDonald House Charities</td>
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<td>Biogen</td>
<td>Humane Society of Central New York</td>
<td>Rotary Club</td>
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<tr>
<td>Boilermaker Health Expo and Road Race</td>
<td>Ilion Elks Lodge</td>
<td>St. Elizabeth Foundation</td>
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<tr>
<td>Boy Scouts of America</td>
<td>Ilion Junior High School</td>
<td>St. John's Episcopal Church</td>
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<td>Buddy Walk for Downs Syndrome</td>
<td>Ilion Little League</td>
<td>St. Mark's Church</td>
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<td>Canajoharie Central School</td>
<td>Ilion-Mohawk Youth Football &amp; Cheerleading Organization</td>
<td>St. Paul's Church</td>
</tr>
<tr>
<td>Canastota Humane Society</td>
<td>Ilion Snowdrifters</td>
<td>Salvation Army</td>
</tr>
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<td>Cape Vincent French Festival</td>
<td>Insight House Chemical Dependency and Treatment</td>
<td>Samaritan Center</td>
</tr>
<tr>
<td>Caring for Cats</td>
<td>Kenneth A. Poorman Michael Kelly Biathlon and Golf Tournament</td>
<td>Scalise Taekwondo</td>
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<tr>
<td>Carlisle Presbyterian Church</td>
<td>Lake Placid Lions Club</td>
<td>Schenectady County Catholic Charities</td>
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<td>Leadership Mohawk Valley</td>
<td>Sheriff's Benevolent Association</td>
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<td>Leatherstocking Ballet Inc.</td>
<td>Sigma Tau Gamma</td>
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<td>Central New York Academy of Medicine</td>
<td>Lincare Quality Committee</td>
<td>Society for Human Resource Management</td>
</tr>
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<td>Central New York Dressage and Combined Training Association</td>
<td>Lions Club</td>
<td>South Utica Little League</td>
</tr>
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<td>Charlotte Valley Presbyterian Church</td>
<td>Loretto Utica Organization</td>
<td>Stokes Elementary School</td>
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<td>Make-a-Wish Foundation</td>
<td>SUNY IT HSM Advisory Board</td>
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<td>Chazy Youth Hockey</td>
<td>Marantha Christian Academy</td>
<td>Ten Broeck's Butler Ranger Unit</td>
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<td>Children's Miracle Network</td>
<td>March of Dimes</td>
<td>Thomas R. Proctor High School</td>
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<td>Church of the Nazarene</td>
<td>Mohawk Regional Dietetic Association</td>
<td>Town of Lee Baseball Association</td>
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<tr>
<td>Church of the Resurrection</td>
<td>Mohawk Valley Chamber of Commerce</td>
<td>Town of Carlisle</td>
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<td>Clayville Library Association</td>
<td>Mohawk Valley Community College Latino Students Club</td>
<td>Toys for Tots</td>
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<td>CNY Works Inc.</td>
<td>Mohawk Valley Economic Development Growth Enterprises (EDGE)</td>
<td>Tri-Valley Pop Warner</td>
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<td>Community Memorial Hospital</td>
<td>Mohawk Valley Latino Association</td>
<td>United Way</td>
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<td>CVPH Obesity Advisory Committee</td>
<td>Mohawk Valley Perinatal Network Inc.</td>
<td>Utica City School District</td>
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<tr>
<td>Dick Miller Basketball</td>
<td>Multiple Sclerosis Society</td>
<td>Utica College Girls' Softball</td>
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<td>Diversity Team Network</td>
<td>Muscular Dystrophy Association</td>
<td>Utica Zoo</td>
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<td>Dunham Manor Resident Association</td>
<td>National Wild Turkey Federation, New York State Chapter</td>
<td>VVS - Future Farmers of America</td>
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<td>ElderLife</td>
<td>New Hartford Girls' Softball Association</td>
<td>Whitesboro Fire Department</td>
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<tr>
<td>Elks Lodge</td>
<td>New Hartford Marching Band</td>
<td>Ladies Auxiliary</td>
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<tr>
<td>Episcopal Diocese of Central New York</td>
<td>New Hartford Senior High School</td>
<td>Young Leaders United</td>
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<tr>
<td>Family Service Organization</td>
<td>New Hartford Soccer Boosters</td>
<td>YMCA of the Greater Tri-Valley</td>
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<tr>
<td>Frankfort United Methodist Church</td>
<td>New Hartford United Methodist Church</td>
<td>YWCA of the Mohawk Valley</td>
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<tr>
<td>Franklin Fire Department Inc.</td>
<td>New Hartford Youth Hockey Association</td>
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</table>
As part of New York’s largest nonprofit health plan covering nearly two million people, Excellus BlueCross BlueShield, Utica Region not only contributes to the health of our state’s residents, but also to the well-being of our local and state economies.

With our parent company, we form one of the state’s largest employers. Here’s how we help improve the financial status of the place we call home.

- We provide employment for nearly 6,600 Upstate residents.
- In 2003 our payroll was $278 million.
- We’re one of the area’s largest consumers of local goods and services. In 2003, we spent more than $192 million on direct purchases with nearly 5,000 Upstate New York businesses.
- Using a tool developed by the Bureau of Economic Analysis, we estimate our indirect and induced spending added about $134 million to the Upstate economy and generated more than 1,100 jobs in 2003.

Contributing more than $600 million in direct and indirect spending, our business is essential to the economic vitality of Upstate New York.