

Big Ideas Community Roots

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Our Mission

In accordance with the Charter of the nonprofit health service plan, the mission of CareFirst BlueCross BlueShield shall be to:

- Provide affordable and accessible health insurance to the plan’s insured and those persons insured or issued health benefit plans by affiliates or subsidiaries of the plan;
 - Assist and support public and private health care initiatives for individuals without health insurance; and
 - Promote the integration of a health care system that meets the health care needs of all the residents of the jurisdictions in which the nonprofit health system service plan operates.
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Message from President and CEO Brian D. Pieninck

Serving the residents of the communities in which we do business is the core of what we do at CareFirst BlueCross BlueShield (CareFirst). As the region's largest provider of health insurance, we proudly serve more than 3.2 million members. But as a not-for-profit, mission-driven company, we believe it is our responsibility to also help serve the health care needs of the millions of others who live throughout Maryland, the District of Columbia, and Northern Virginia.

CareFirst's mission is to provide affordable and accessible health care coverage. One way we do this is by supporting the many public and private programs in our region designed to help those who are uninsured or underinsured. In 2018, we received more than 900 requests from organizations focused on improving the health and well-being of the individuals they serve. Many of these nonprofit organizations rely on contributions from CareFirst to help fund staffing, equipment and treatment needed to care for patients or provide other necessary assistance to their clients.

I'm pleased to report that CareFirst contributed nearly \$38 million to nonprofit health organizations and public health care access programs throughout the Mid-Atlantic region in 2018. We provided funding to 342 nonprofit organizations in Maryland, D.C., and Northern Virginia that will impact more than 400,000 individuals during the lifetime of those investments. The important work we set out to achieve with our nonprofit partners helps to address some of the most urgent health care needs in our region with an emphasis on reaching vulnerable populations in a meaningful way, including investing in initiatives that address the root causes of health disparities.

CareFirst's community impact isn't just measured by our investment in nonprofit partners and other health care programs. I'm equally proud of the contributions our associates make in their neighborhoods—volunteering for community service, participating on nonprofit boards and contributing to causes that align with CareFirst's mission and values. In 2018, our associates spent more than 23,000 hours volunteering in their community and pledged more than \$870,000 to the company's United Way fundraising campaign.

We are proud of the deep impact our collective contributions have on the community we serve. We stand ready to help address the health care needs of all residents of Maryland, D.C., and Northern Virginia through the strong partnerships we have created with other health care organizations focused on the health and well-being of others.



Corporate Social Responsibility

As we enter our 83rd year of service, CareFirst remains committed to supporting our region's social well-being. We have developed long-standing community partnerships; are committed to diversity, inclusion and equity; and strive to maintain the highest ethical standards.

Investing In Our Community

Supporting underserved and under-resourced communities is core to our mission. Our philanthropic contributions to nonprofit health organizations and public health care access programs help improve the long-term health of our region. CareFirst's efforts to reinvest in our communities make the company one of the region's largest corporate philanthropists. In 2018, CareFirst earned the No. 4 and No. 8 spots on the *Baltimore Business Journal* and *Washington Business Journal's* 2018 list of top corporate givers, respectively.

Helping Our Communities Thrive

Our associates are committed to serving in communities where they work and live. Every year, our associates dedicate their time and talents to volunteering with a diverse set of nonprofit organizations and the company's partner schools.

Protecting Our Environment

CareFirst strives to reduce its environmental impact by reducing dependence on paper and using environmentally friendly practices in its site selection, construction, operations, and workplace policies.



23,084
hours of service
donated by
CareFirst associates



Embracing Inclusion And Equity

Having a culturally diverse workforce that is reflective of the communities we serve is important to our success. CareFirst fosters an inclusive and equitable environment where our associates can strive to do their best and reach their full potential.

To promote inclusion among our associates, we maintain eight Associate Resource Groups (ARGs)—voluntary, self-managed groups that provide leadership, mentorship, and networking

opportunities for associates at all levels of the company. Our current ARGs include Asian, Black Professionals Network, Hispanic, Millennials, Military/Veterans, PROPride, Wellness, and Working Parents and Caregivers, with nearly 30 percent of our associate population participating in at least one ARG. CareFirst also offers training courses and online resources, including an Unconscious Bias Workshop completed by more than 500 associates.

Over 1,500 associates
participate in at least one Associate Resource Group at CareFirst.



For the seventh consecutive year, CareFirst has been named one of the “World’s Most Ethical Companies” by the Ethisphere Institute.



One of the “100 Best Companies”
for working mothers, 2018

—Working Mother



Patriot Award, 2018

—Department of Defense recognition for
Employer Support of the Guard and Reserve



One of the “Top Companies” for
executive women, 2018

—NAFE

Maternal and Child Health

Healthy lives begin with healthy beginnings, including early, high-quality prenatal and maternal care. We believe we have an obligation to develop and advance big ideas—programs and partnerships that improve the communities we serve.

Supporting Healthy Starts For Mothers And Children

We know that healthy mothers, reducing low birth weight and pre-term birth, and promoting safe sleep all lower infant mortality.

The United States has one of the highest infant mortality rates in the developed world, and CareFirst is committed to fighting this silent epidemic. In 2018, CareFirst issued a \$2 million request for proposals to support regional programs operating in Maryland, Washington, D.C., and Northern Virginia focusing on expectant mothers and early childhood health.

Addressing Maternal Health From Every Angle

Over the years, CareFirst has a strong history of supporting maternal and child health programs that seek to address these issues through a variety of approaches, including:

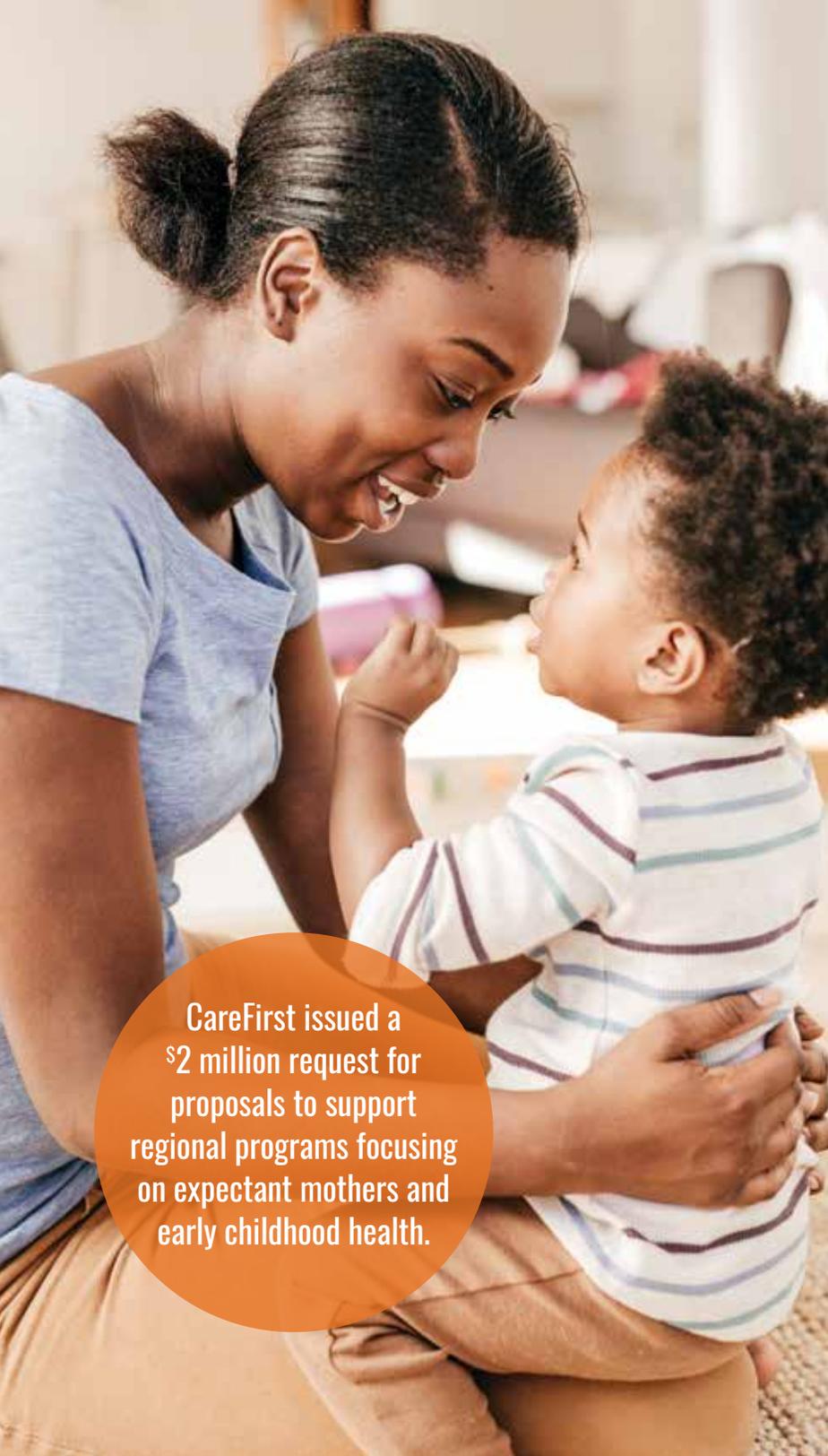
- Birth spacing;
- Breastfeeding adoption;
- Implicit bias/racism;
- Prenatal care initiation in first trimester;
- Maternal depression;
- Maternal obesity;
- Safe sleep; and,
- Smoking and substance use treatment.



NONPROFIT PARTNER SPOTLIGHT

“ Since the launch of our Centering Pregnancy Program, CCI has brought prenatal services to a community in great need and has dramatically improved birth outcomes in Prince George’s County. Through our multi-year partnership, we have served 340 patients and continue to work with CareFirst to identify opportunities to further serve our community. ”

Kathleen Knolhoff, President & CEO, CCI Health & Wellness Services, on CareFirst’s support for their work to improve maternal and child health.



CareFirst issued a \$2 million request for proposals to support regional programs focusing on expectant mothers and early childhood health.

PROGRAM SPOTLIGHT

B'More for Healthy Babies (BHB)

B'More for Healthy Babies works at multiple levels—policy, community mobilization, services improvement and social marketing for health behavior change—to reduce infant mortality rates and improve child health outcomes in Baltimore City.

Over the past 10 years, CareFirst has been proud to support the B'More for Healthy Babies Initiative and many other maternal and child health programs in the region. BHB was launched in 2009 with funding from CareFirst to rally city agencies and more than 150 partners around a comprehensive, collaborative approach to address the staggeringly high infant mortality rate in Baltimore City.



Accomplishments of the 2009–2018 BHB Strategy

36%
decrease
in infant mortality

38%
decrease
in the black–white
disparity in infant
mortality

55%
decrease
in teen births



Supporting the safety net health providers in our region is core to CareFirst's mission.

Safety Net Health Centers

Healthy lives are served by a health care system that supports patients comprehensively and provides them with easy access to care.

Supporting Care for Vulnerable Populations

Underserved populations rely on community health centers—also known as safety net clinics—which provide care to more than 626,000 patients in Washington, D.C., Maryland, and Northern Virginia. Nationwide, safety net clinics save about \$24 billion annually by reducing the costs of emergency visits, hospital stays and specialty care.

Supporting the safety net health providers in the region is core to CareFirst's mission to increase access to quality care for all residents in the service area.

NONPROFIT PARTNER SPOTLIGHT

“Teled, through Dr. Earnhart and Dr. Roby's help, has been outstanding. My A1C—I can proudly tell everybody in this room—my A1C now is 7.4. I am so happy that you two doctors are in my life. You have no idea how you helped change my life.”



Dedra Tate, Unity Health Care patient, speaking about CareFirst's specialty care telemedicine programs with the George Washington Medical Faculty Associates Practice.

\$13,407,458

Safety Net Contributions (Overall)

\$990,350



HOMELESS SERVICES

7,200 people
positively impacted

\$771,495



DENTAL SERVICES

11,621 people
positively impacted

\$1.5 million



TELEMEDICINE SERVICES

4,000 people
positively impacted

Behavioral Health

Healthy lives address the whole person, including physical and behavioral health needs.

CareFirst recognizes the need for increasing access to quality behavioral health services to improve quality of life. By supporting the expansion of behavioral services through strategic community partnerships, CareFirst's contributions lead to impactful, long-term improvements to the health system and health outcomes.

In response to the national opioid crisis, CareFirst announced grants to 11 organizations totaling \$2.1 million. These organizations are working to combat substance use disorders (SUD), including opioid use disorders, in Maryland, Northern Virginia, and Washington, D.C.

The 11 SUD investments include support for programs that will increase access to medication assisted treatment, harm reduction prevention, care coordination and treatment for justice-involved individuals.



ELECTED OFFICIAL SPOTLIGHT

“Government cannot do it alone. We have to have private entities helping us and CareFirst has shown us a model of what that is all about.”

U.S. Rep. Elijah Cummings (D-Md.) on CareFirst's partnership with community health care organizations.

\$3,055,043

Behavioral Health Grants in 2018

103,705 people
positively impacted



Studies show that every dollar spent on substance use disorder treatment saves \$4 in health care costs and \$7 in criminal justice costs.

These grants were active in 2018 and stats are reflective over the lifetime of CareFirst grants.



CareFirst announced new grants that will increase access to substance use disorder services to 96,408 individuals.

Areas of Giving

In priority order, CareFirst contributions go toward:

Subsidies and Enhanced Health Care Access Programs

Support for local programs which provide access to those unable to otherwise receive health care services or those with limited access to care.

Catalytic Giving

Support for programs and initiatives that promote long-term change and improvements in the health care delivery system.

Targeted Health Related Giving Through Others

Support to organizations that provide direct or related health care services to the underserved.

Programmatic Initiatives

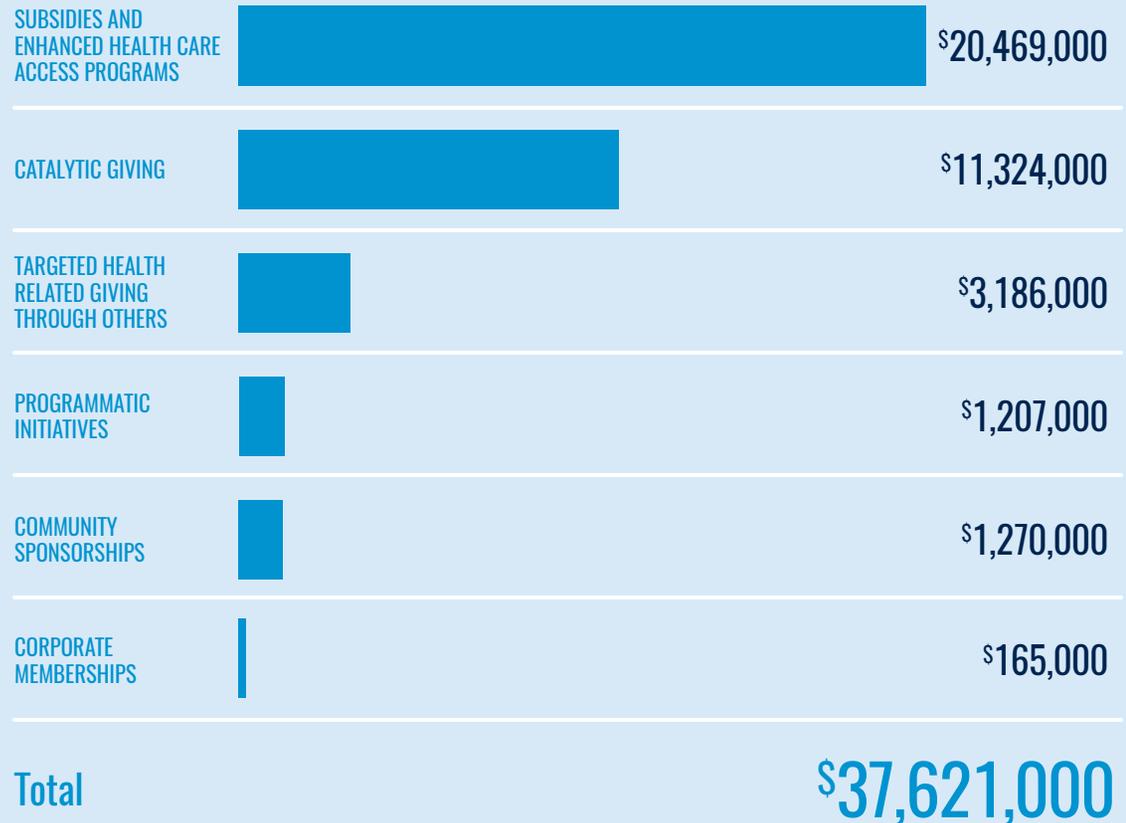
Program support that targets a specific population and/or addresses a major health care issue, with specific measurements for success.

Corporate Memberships and Community Sponsorships

Sponsorships and memberships with certain health and business/civic organizations to build strong, visible partnerships with the community.

GIVING AREAS AND ALLOCATIONS

(our most recent giving cycle)



Beyond the Dollars

CareFirst is proud of its ongoing partnership with C.W. Harris Elementary School in Washington, D.C.'s Ward 7 and City Springs Elementary/Middle School in East Baltimore City.



With our support, more than 1,100 students received access to educational resources and health and wellness programming in 2018, including:



300 NEW IPADS



289 SUMMER FUN BACKPACK KITS

172 volunteer hours by associates

2018 United Way Campaign Recap



\$1,689,257

contributed to United Way chapters on behalf of CareFirst and CareFirst associates. This includes the company's 75-cent match on each \$1 pledged by associates.

\$867,004

pledged by CareFirst associates

58%

of CareFirst's 5,515 associates pledged to the United Way campaign

\$272.16

is the average amount pledged by a CareFirst associate



CareFirst associates were active board members for 233 organizations throughout the region.



CareFirst Board Leadership

CAREFIRST, INC.

Neil O. Albert

Downtown DC Business Improvement District

Clifford E. Barnes

Epstein Becker Green

David S. Blitzstein

Blitzstein Consulting LLP

Sherri L. Bohinc**David S. Cohen**

Dixon Hughes Goodman LLP

W. Henry Green

Henry Green Consulting

Michele V. Hagans

Fort Lincoln New Town Corporation

Robert R. Hagans, Jr.**Artis G. Hampshire-Cowan**

Leveraged Leadership Group, LLC

Polly Povejsil Heath

The US Holocaust Memorial Museum

Wendell L. Johns

Vice Chair, CareFirst, Inc.

Robert C. Kovarik, Jr.**Ann B. Mech, R.N., J.D.**

The University of Maryland School of Nursing

Richard T. Napolitano

Anne Arundel County

Amy S. Owens

Life Fitness Management

Donald M. Parsons, Jr.

Community Bank of the Chesapeake

John F. Reim

Morgan Stanley

Dr. Patricia A. Rodriguez

US Oncology

Wayne L. Rogers

Synergics, Inc.

Dr. Kima J. Taylor

Anka Consulting, LLC

Cheryl E. Tillman**Stephen L. Waechter**

Chair, CareFirst, Inc.

Ellen J. Waters

Buckley Property Services, LLC

MARYLAND AFFILIATE (CAREFIRST OF MARYLAND, INC.)

Kevin H. Beverly

Social & Scientific Systems

Dave Bond

Continuing Care Actuaries

Dr. James M. Chamberlain

Maryland Primary Care Physicians

Charlene M. Dukes

Prince George's Community College

Alan Klatsky

Prestige Development, Inc.

Julissa Marengo

Smithsonian Institution

Ann B. Mech, R.N., J.D.

Chair, CFMI

The University of Maryland School of Nursing

Richard T. Napolitano

Anne Arundel County

Amy S. Owens

Life Fitness Management

Donald M. Parsons, Jr.

Community Bank of the Chesapeake

John F. Reim

Morgan Stanley

Dr. Kima J. Taylor

Anka Consulting, LLC

Ellen J. Waters

Buckley Property Services, LLC

Walter A. Williams, Jr.

UBS Financial Services, Inc.

NATIONAL CAPITAL AREA AFFILIATE (GROUP HOSPITALIZATION AND MEDICAL SERVICES, INC.)

Shirley Marcus Allen

The Kirkland Byrd Group, LLC

Clifford E. Barnes

Epstein Becker Green

Sherri L. Bohinc**Dr. Jonca Camille Bull**

PPD, Inc.

Mark J. Chastang

Saint Elizabeths Hospital

Dr. Jeffrey P. DeLisi

Virginia Hospital Center

Robert R. Hagans, Jr.**Artis G. Hampshire-Cowan**

Leveraged Leadership Group, LLC

Wendell L. Johns

Chair, GHMSI

Robert C. Kovarik, Jr.**Michael J. McShea**

National Health Missions Area
Johns Hopkins, Applied
Physics Laboratory

Shirley R. Patterson**Dr. Elena V. Rios**

National Hispanic Medical Association

Dr. Patricia A. Rodriguez

US Oncology

CareFirst Executive Leadership

Brian D. Pieninck

President and Chief Executive Officer

Sandy Beard

Vice President

Office of Transformation and Business Alignment

Meryl Burgin

Executive Vice President, General Counsel and Corporate Secretary

G. Mark Chaney

Executive Vice President and Chief Financial Officer

Stacia Cohen

Executive Vice President
Medical Affairs

David Corkum

Executive Vice President
Commercial Large Group
Strategic Business Unit and
CareFirst Administrators Strategic
Business Unit

David Kaercher

Executive Vice President and
Chief Information Officer

Rose Megian

Executive Vice President
Commercial Individual, Small
Group and Specialty Strategic
Business Unit

Wanda Oneferu-Bey

Executive Vice President
Government Programs Strategic
Business Unit

Aliza Rothenberg

Vice President
Strategy, Planning and Healthworx

Maria Harris Tildon

Executive Vice President
Marketing, Communications and
External Affairs

Community Affairs Leadership

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Bonnie Downing

Manager, Community Affairs
(Maryland)

Tatiana Torres

Director, Community Affairs
(National Capital Area)

Julie Wagner

Vice President, Community Affairs



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* Registered trademark of the Blue Cross and Blue Shield Association.