WellPoint Foundation Structure

Two company foundations and one public charity funded by WellPoint Foundation

As of 12/31/06:

- WellPoint Foundation = $163M Assets
- Anthem Foundation (KY) = $5M Assets
- Center for Healthcare Economics and Technology = $15M Assets
- Combined = $183M Assets
WellPoint Foundation and Social Responsibility

WellPoint Foundation Grants Paid

2005 = $22M Paid:  $13.8M Access to Care/Uninsured  
                 $ 8.2M All Other Focus Areas
2006 = $20M Paid:  $ 8.7M Access to Care/Uninsured  
                 $ 2.9M Healthy lifestyles/Health Improvement  
                 $ 1.8M Public Policy/Research  
                 $ 1.5M Health Care Disparities  
                 $ 0.2M Provider Support  
                 $ 4.6M AGC/Matches/Scholarships  
                 $ 0.3M Non-healthcare Related

WellPoint Foundation matches $.50 on the dollar for all associate pledges during the Associate Giving Campaign. 2006/2007 campaign raised $20.9M in total including match.
WellPoint Foundation and Social Responsibility

Community Contributions 2006

- **Health Care Disparities**: $217,620.68 (6%)
- **Access to Care/Uninsured**: $202,176.36 (83%)
- **Healthy Lifestyles/Fitness**: $2,055,967.87 (51%)
- **Disease States**: $1,867,783.98 (21%)
- **Provider Relations**: $71,488.00 (2%)
- **Public Policy/Research/Health Information**: $36,988.00 (1%)

**Total = $3.9M**
WellPoint Foundation Strategic Alignment

To Become the Most Trusted Choice:

- Nine metrics where Foundation and CSR work has direct line of sight:
  - WellPoint State Health Status Index
  - % Uninsured (WellPoint States)
  - % Latinos Uninsured (WellPoint States)
  - % Children Uninsured (WellPoint States)
  - Core Values Index
  - Associate Engagement Index
  - Leader in Transformation
  - Member Experience Index
  - Public support for a choice-based, private health care market
WellPoint Foundation and Social Responsibility

WellPoint Foundation Signature Programs

Uninsured Programs:
- *Universal coverage for kids*
- *Latinos Uninsured*
- *Have already committed $30M over three years to programs supporting the uninsured*

State Health Index programs
- *Align state needs with local plans*

Overlay health care disparities/ethnic and minority health focus
Uninsured Programs

CSR Target population: 25% of Uninsured eligible for government health programs
- Children
- Latinos

Need Assistance:
- Expansion of state health care programs
- Premium assistance programs
- High risk pools

Corporate Work

Outreach Efforts:
- Enrollment Vans
- Community Resource Centers
- Etc.

CSR Work

Innovative & Flexible Products:
- Tonik
- Blue Access Economy
- BeneFits
- Pathways

Corporate Work
WellPoint Foundation and Social Responsibility

Uninsured Programs

• Support of direct delivery of medical services provision
  • Hospitals/Physicians
  • Free clinics
• Research/Education
  • “Healthy” Series
  • Health Care Literacy
  • Awareness
  • Behavioral trends/patterns
  • Public policy
• Direct Outreach
  • Community Resource Centers
  • Enrollment drives
WellPoint Foundation and Social Responsibility

Prenatal Care in the First Trimester

- Support community initiatives (e.g. CO Collaborative, IN Department of Health)

Low Birthweight Babies

- Support local initiatives to address smoking in pregnancy and evaluation of root causes

Diabetes Prevalence

- No current state initiatives

- Opportunity for prevention programs, weight loss and increased physical activity to decrease risk of developing diabetes

Cardiac Mortality Rate

- Long-term activities that decrease obesity and increase physical activity will affect this rate
WellPoint supports numerous programs and initiatives that directly or indirectly address the issue of childhood obesity. Many of these grants/gifts provide support for nutrition and physical activity. Many of the programs and services target all populations including adults and children.
WellPoint Foundation and Social Responsibility

Childhood Obesity: WellPoint Foundation 2006

Ohio

Healthy Kids WIN! (News For Students, WI) - through a special newspaper supplement utilized in classrooms, healthy lifestyles are promoted - primarily the importance of being physically active. Other components of the program include an Anthem BCBS Foundation booth at a Milwaukee Bucks game at which we will distribute jump ropes. Additionally, PSAs featuring medical director, Dr. Mike Jaeger giving tips to encourage kids to be active. ($43,000)

Wisconsin

American Heart Association Physical Best (OH) program implemented in 15 schools in 2006, renewed grant to expand program to total of 20 schools. Starts with physical fitness test including BMI, cholesterol, etc. Throughout the year students are encouraged to engage in healthy habits to improve their health. Measured again at end of year to monitor progress. Same students (along with additional students each year) will be tracked throughout their school years. ($50,000 in 06: $100,000 in 07)

News for Students Foundation $43,000

California

California Governor’s Council on Physical Fitness and Sports $200,000
West San Gabriel Valley Boys & Girls Club $48,000
WellPoint Foundation and Social Responsibility

Childhood Obesity: WellPoint Foundation 2006

Colorado

America on the Move Foundation $355,000

Georgia

YMCA of Metro Atlanta, Inc. $35,000
Health MPowers $1,442,427 over 5 years

Maine

WinterKids Education Foundation $20,000

New Hampshire

Foundation for Healthy Communities $75,000

National

Action for Healthy Kids $207,747
WellPoint Foundation and Social Responsibility

Ohio

Miami Valley Health Challenge: a media campaign supplemented with quarterly events encouraging families to exercise together. The campaign focuses on making exercise fun. Five Rivers Metro Parks is also a sponsor so there is an emphasis on creative exercise (i.e. hiking, kayaking, ice skating). Participants are encouraged to participate in activities at the parks to receive stamps on a passport. Completed passports are entered into a drawing for a healthy prize (i.e. gym membership, mountain bike). Anthem BCBS is featured as presenting sponsor on all promotions, including PSAs aired on four of Dayton, Ohio's leading radio stations - year round. ($22,000)

Teddy Bear Safari: Anthem Blue Cross and Blue Shield and Children's Hospital in Columbus sponsor this event at the zoo, which promotes, safety, healthy lifestyles and helps children overcome their fears of going to the doctor. At the Anthem BCBS booth, we hand out Healthy Habits for Healthy Kids booklets and have children complete a quiz to get entered for a prize. ($7,500)

Children's Hunger Alliance Menu of Hope Luncheon: a fundraiser to support CHA programs that provide nutritious breakfast and lunches for low income school children. Also advocates for healthier food options in schools ($5,000)
WellPoint Foundation and Social Responsibility

Childhood Obesity: WellPoint Community Relations 2006

Indiana

INShape Indiana partners with the IN Governor to help improve the health status of local Hoosiers. INShape Indiana focuses on physical fitness, nutrition and smoking cessation. Through this initiative, we have sponsored the Obesity Summit and Health Summit that provides resources and education to local communities to implement health initiatives. Anthem awarded 5 “Trailblazers” in November with $5,000 to help with each respective program. INShape implements walks throughout the state to encourage people to keep active.

Healthy Habits, Healthy Kids program ($150,000) helps parents/guardians teach healthy lifestyles to their children. The program encompasses a Healthy Habits Healthy Kids brochure that can be accessed from our website. We will distribute 500,000 brochures to providers, schools, health organizations and legislators throughout Indiana through our website, partnering organizations (such as INShape), community events and direct mail.

Anthem Healthy Luncheon ($15,000) is part of a three-day health conference targeted to teachers to help implement healthy initiatives to school aged children, the Kids Fit and Fun Fest, a physical fitness event for children that is part of Indy Jazz Fest, an Anthem Healthy Living segment on WIIH that addresses childhood obesity, and Indy Cooks, a nutrition program that offers nutrition and healthy cooking demonstrations/recipes to schools and the community. Through Indy Cooks, Dennis Casey, our Indiana plan president delivered radio spots on childhood obesity and steps to take in addressing it on WFMS and JACK radio.
WellPoint Foundation and Social Responsibility

Childhood Obesity: WellPoint Community Relations 2006

Indiana

Action for Healthy Kids $10,000
Kids Healthy Festival (Wishard Foundation) $10,000
Obesity Summit $10,000

California

Inner City Games of LA $7,500
The Wellness Community Valley/Ventura $11,500

Connecticut

Junior Soccer Association $10,000

Georgia

Youth Becoming Healthy $10,000
WellPoint Foundation and Social Responsibility

Childhood Obesity: WellPoint Community Relations 2006

Maine

Maine Games $2,500
Soccer Maine $5,000
Portland Porpoise Swim Club $1,000

New Hampshire

NH Soccer Association $5,000

Kentucky

Walking Works program for $10,000 implemented locally by Anthem BCBS with KY pediatric association. Pediatricians utilize Walking Works materials to get overweight/obese children (and at risk kids) moving.

YMCA Healthy Kids Day - promotes healthy lifestyles choices including nutrition and exercise. ($1,500)
WellPoint Foundation and Social Responsibility

Associate Volunteerism
WellPoint’s SR Programs are intended to engage all 39,000 associates and foster volunteerism

*Opportunity to establish a “common volunteer cause” within WellPoint, branded as Anthem BCBS in local markets, and directly linked to Foundation signature programs and 2010*

*“Common Cause” Possibilities*

**Partners**
- Hands-on Network in certain cities
- United Way

**Programs**
- Volunteering program in conjunction with Community Health Clinics
- Neighborhood outreach programs to enroll eligible Medicaid and SCHIP persons

“When we started our corporate commitment to Habitat for Humanity, we knew it linked to our values and mission as a company. Within two years, employee engagement went up 20%. When clearly connected to your organization’s values, corporate social responsibility is a great investment.”

-- Bruce Nicholson, CEO Thrivent Financial for Lutherans
## WellPoint Foundation and Social Responsibility

### WellPoint Foundation and Corporate Social Responsibility Operating Model

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<tr>
<th>Aligns departmental structure to business segment for more effective planning and grant/gift request intake:</th>
<th>- dedicates focus on associate volunteerism as an integrated part of social responsibility</th>
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| Develops disciplined process: | - governance/oversight of projects/initiative funded through the Foundation to ensure maximum impact  
- establish a clinical subcommittee to review grants requests of a clinical nature  
- implement allocation methodology for 2007 Foundation grants and community relations dollars by business segment and state operating gain respectively |
| Creates state based community relations plans that: | - compliment the state business plans  
- accommodate all business segments in that state  
- maximize business coverage and exposure (within Foundation legal scope)  
- establish the state presidents and other key executives as the externally facing social responsibility ambassador in that geography |
WellPoint Foundation & Social Responsibility

Caz Matthews
VP, Corporate Social Responsibility & President, WellPoint Foundation
Denver, CO

Melanie Weston
Executive Administrative Assistant
Denver, CO

Janice Hutchings
Program Director
Social Responsibility (CCB)
Atlanta, GA

Open Position
Program Director
Social Responsibility (4SB)

Open Position
Program Director
Social Responsibility (Corporate, FEP, Medicare, HMO)

Open Position
Program Analyst
Social Responsibility

Susan Nagy
Program Analyst
Foundation
Thousand Oaks, CA

Kelly Merryman
Program Manager
Associate Community Involvement
Indianapolis, IN

Katie Heenan
Coordinator
Community Relations
West Chester, OH

Open Position
Coordinator
Community Relations
WellPoint Foundation and Social Responsibility

Foundation and Social Responsibility Communications

Message

“WellPoint is an inherently Socially Responsible Company” and 2010 is an inherently socially responsible plan.

Corporate social responsibility (CSR) addresses the legal and ethical expectations society has for business. Corporate social responsibility is achieving commercial success in ways that honor ethical values and respect people, communities and the natural environment and making decisions that fairly balance the claims of all key stakeholders.

Integrated with overarching External Affairs strategy

**Build Trust**

- Where/What/When/Frequency
- How and when to “brand” grants
- Press coverage
- Increased political support
- Website development
- Conference attendance/Speaking opportunities
- Memberships: Council on Foundations, Committee for Contributions Professionals, Grant Makers in Health, etc.
- Targeted specific awards/recognition for social responsibility
- RFP response message crafting

**Increased Trust**

**Internal Plan:**

- Where/What/When/Frequency
- Integrated with associate giving campaign and associate volunteerism plan
WellPoint Foundation and Social Responsibility

Metrics for Foundation and Social Responsibility Success

Overall: - Achievement of specific 2010 metrics
- To be developed by 2Q 2007

External

- Numbers of persons/communities served
- Numbers of positive media hits
- Acknowledgements/Awards received
- Adoption of industry best practices

Internal

- Enterprise associate giving campaign results (participation and dollars)
- Enterprise associate engagement and survey results
- Numbers of associates who volunteer in WellPoint-sponsored events
- Numbers of WellPoint executives on external boards/forums/task forces