Disaster Relief:
The Growing Role of CSR Teams

BCBSA CIP Workgroup
September 23, 2019
Corporate Social Responsibility: Mission Critical

At GuideWell, Corporate Social Responsibility (CSR) is mission critical and demonstrates our active commitment to helping communities thrive. Our Enterprise CSR strategy and programs deliver value by:

- Advancing our community-driven mission and enabling communities and vulnerable populations to improve health and well-being through strategic, social, financial and human investments.
- Differentiating GuideWell from our competitors by building public trust and confidence, promoting loyalty and strengthening brand position.
- Engaging our workforce and increasing organizational effectiveness by advancing a culture of giving and strengthening our employees’ bonds to their communities and the greater GuideWell family.
- Strengthening reputation by investing in our communities and demonstrating the true care and concern we have for improving lives.
• Florida Blue slow to respond
• Uncoordinated efforts
• Too many cooks in the kitchen
• What was our purpose and role?

Orlando Pulse Nightclub Shooting
June 2016
Community Crisis Response Plan

• Framework for action and decision-making following a community emergency

• Core team: Corporate Social Responsibility, Communications, Human Resources, Risk Management/EOC

• Focus on stakeholders and social responsibility; not on business continuity or business operations

• Where the Enterprise has an opportunity to support public resources or provide comfort and financial support to individuals and companies involved

• CSR has key coordination role for activation and decision making
Disaster Relief AKA “Emergency Community Events”

Unexpected and tragic occurrence that has a significant detrimental effect on multiple people within a given community

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<th>Terrorist events</th>
<th>Natural Disaster</th>
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<td>• Mass shooting</td>
<td>• Weather related events</td>
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<td>• Bombing</td>
<td>o Hurricane</td>
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<td>• Nuclear, Biologic or Chemical event</td>
<td>o Tropical storm</td>
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<td>o Tornado</td>
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<td>• Earthquake</td>
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| Civil unrest/vandalism                   | Extensive, long term power outages                    |
|                                         | (e.g., power grid failure)                            |
|                                         |                                                      |
| Fire                                    | Health related event                                  |
|                                         | (e.g., Pandemic, Zika virus)                           |
| International event that affects our    | Major impact to a key customer                        |
| business and/or employees               | (e.g., aircraft accident with C-Suite occupants)      |
Objectives

• Respond quickly, effectively and appropriately according to the scope and assessment of emergency

• Enhance national and local recovery efforts with Enterprise assistance and support

• Provide assistance to GuideWell employees, customers, providers and other directly-impacted parties

• Provide communications/information and an avenue for employees to support affected organizations

• Provide direct support to, and be conduit for, sister Blues Plans and customers, if appropriate
Guiding Principles

• Consistent with Enterprise mission
• Developed and deployed quickly in order to provide immediate and meaningful relief
• Enterprise reputation and best interests will be considered
• Resources will not compete with Enterprise Operations Center or business continuity plans’ needs
• Partner with established and known entities when possible
• Core team members will be available 24/7, 365 days a year if needed
Key Strategies

• Maximize the team, minimize the plan – focus on having the right people who make decisions rather than detailed plans to address every scenario

• Type/intensity of event will determine response and team coordination

• Communications are managed by Enterprise Communications and “face of concern” is usually CEO; relevant communications that humanizes our company

• Financial contributions are managed and determined by CSR team
Process Flow

Emergency Community Event Process

Area Discovering Problem
- Informs Community Crisis Response Plan Director (CCRPD)

CCRP DIRECTOR
- Preliminary assessment and validation is conducted.
- Determine eligibility for CCRP treatment

Major Emergency Community Event (ECE)
- Incident within scope and consistent with the plan purpose and objectives.

ECE within scope?

Community Crisis Response Plan Team assembled
- Include site specific team members
- Track and document ECE status and resolution
- Communicate to various audiences throughout the event
- Determine what other areas are affected
- Determine appropriate response and resources
- EEMT approval for response decisions
- All information about ECE consolidated and communicated back to CCRPD for further consideration
- Support action steps
- Determine if additional actions are indicated in the future

Yes

Was the ECE adequately addressed?

No

Community response complete

Schedule Lessons Learned Session, as appropriate

NO

Community Response not activated
- Appropriate documentation and communication completed
Evaluating Emergency Community Events

Key Considerations
— Impact to the business and employees
— Alignment with our Enterprise mission
— Actual benefit of our actions to affected parties

Questions to assess:

Internal Assessment
• How does the event affect employees? Their families? Providers? Customers? Community?
• What is the direct and indirect impact to business operations?
• What is our business connection to the area where the ECE occurred?
• Are employees requesting/demanding company action/response?
• Are customers or key stakeholders asking us to respond?
Evaluating Emergency Community Events

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— Actual benefit of our actions to affected parties

Questions to assess:

External Assessment
• How many people have been negatively impacted by the ECE? (# of people killed, # of people homeless, # of people without food, water, power, etc)
• Are there unique circumstances associated with the affected people?
• What is the community response? Are they adequate?
• Is there a strong emotional need from the community to act?
• Is there a potential for serious future impact?
• Is there a meaningful action our company can take?
Possible Actions

External Tactics

- Business Actions – waive copays, suspend deductibles, early RX refills
- Cash contribution to related non-profit organizations
- Use marketing assets (retail centers, mobile units) for recovery, counseling or customer service
- Activate New Directions (behavioral managed care provider) toll-free counseling line, text service, on-site counseling, grief counseling, Employee Assistance Program
- Legislative outreach
- Customer or provider communications
- Communications – news releases, social media (suspend promotional social media posts), website, participate in group news conferences, internal communications (memos, intranet articles)
Possible Actions

Internal Tactics

- On-site employee event (vigil, gathering, speaker, etc) usually organized by Employee Resource Group
- On-site HR employee relations care consultants
- American Red Cross employee donation portal
- Blood drive
- Banners/Spirit Day
- Lift by GuideWell employee assistance program – contributions and grants
- Florida Blue Volunteers – promote volunteer opportunities
ECE Activations

- Hurricanes Harvey, Maria, Matthew, Florence, Irma, Michael, Dorian
- Ft. Lauderdale Airport Shooting
- Parkland MSD School Shooting
- Jacksonville Landing Gaming Shooting/High School Football Shooting
- Orlando Customer Workplace Shooting
- Tallahassee Yoga Studio Shooting
- Sebring SunTrust Bank Shooting
- Tallahassee Customer Workplace Stabbing
- Pittsburgh Tree of Life Synagogue Shooting

CEO Pat Geraghty Pledges $1 Million from Florida Blue to Aid Hurricane Recovery

Jacksonville – Pat Geraghty, CEO of Florida Blue, the largest health insurer in Florida, today announced that the company will donate $1 million to support relief and recovery efforts across the state in the wake of Hurricane Dorian.

Florida Blue's relief fund will focus on areas of the state that have been hardest hit by the storm. The company remains committed to the most vulnerable communities, região, and strategic organizations serving the affected areas. We encourage Floridians to help us spread the word about this additional community support.

Florida Blue pledges $150,000 to Hurricane Dorian relief

Florida Blue also pledges $150,000 to help those impacted by Hurricane Dorian in Florida.

Support and Outreach in South Florida

When disaster strikes, we’re here to help. Whether you’re a Florida Blue member or not, please do your part to keep you and your loved ones safe. Whether you want to get involved or support your community, visit our resources for guidance.
Key Resource

Center for Disaster Philanthropy
https://disasterphilanthropy.org

Resources
Make informed decisions about the when, where, and how of your disaster giving by learning from the stories, research, and work of those who are making a difference.

Our resources feature the work of foundations, donors, and NGOs, and includes our own best practice and situation case studies that capture the efforts of our own work and others.
Q&A
Thank You