



A MESSAGE FROM THE PRESIDENT

At Blue Cross and Blue Shield of Texas (BCBSTX), we are

constantly looking for ways to better serve our members – and all Texans. As their leader, I encourage our employees to think outside the box and innovate in every way they know how. Time and time again, they continue to take the challenge.

As a statewide health insurance company, Blue Cross and Blue Shield of Texas is uniquely positioned to address issues affecting the health and wellness of Texans. In 2017, our Community Affairs team set out to better focus our resources toward making a meaningful impact on serious public health issues in Texas. This new \$10-million community investment initiative is helping raise awareness around the prevention and early detection of Chronic Kidney Disease (CKD) and Chronic Obstructive Pulmonary Disease (COPD). Through our **Healthy Kids, Healthy Families**[®] grants, BCBSTX will award up to \$2 million annually to





existing and new partners who are working toward slowing the progression and preventing these two diseases. Our claims data shows that these two conditions are greatly impacting the life span, quality of life, and productivity of Texans. When building our strategy, we used measurable facts about these health conditions, based on our claims data and public health data. This will help us identify measurable results in the future.



Our Texas communities deserve to see improvements in the health of their citizens, and I am eager for us to be part of the solution. We are so grateful for the many community partners who are committed to these same causes. As you review this year's social responsibility report, give special attention to all our partners who are on

the front lines. We are honored to support their work.

Dan McCoy, MD

President, Blue Cross and Blue Shield of Texas

[View Social Responsibility Reports for Health Care Service Corporation](#)
For Language Assistance – Non-discrimination Notice

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association. © 2018 Health Care Service Corporation. All Rights Reserved.



For media inquiries, contact Chris Callahan, Media and Public Relations, Blue Cross and Blue Shield of Texas at 972-766-7575 or Chris_Callahan@bcbstx.com

Powered by PROVIDENCE DESIGN. The use of site is governed by these [TERMS OF SERVICE](#) and [PRIVACY POLICIES](#)