



2008

MAINE SOCIAL RESPONSIBILITY REPORT

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At Anthem Blue Cross and Blue Shield in Maine, we are committed to improving the health of Maine's residents. One of the ways we do this is by supporting those organizations that share our vision of a healthy Maine.

In 2008, we were pleased to contribute nearly \$1 million dollars in financial support to non-profit organizations and agencies throughout the state. In addition to our corporate giving, Anthem Blue Cross and Blue Shield in Maine associates volunteered thousands of hours of their time to help serve countless individuals through great organizations such as the American Cancer Society, the Maine Children's Cancer Program and the American Diabetes Association. We applaud their generous spirit and commitment.

In 2009, our charitable giving will continue supporting the following initiatives that we feel are essential to improving the health of the people we serve in Maine:

- **Promoting healthy lifestyles:** Programs that encourage and support lifestyle changes that can help fight obesity and improve overall health.
- **Serving the uninsured:** Enrolling the uninsured and addressing health care disparities.
- **Reaching out to the community:** Involvement in community through a wide range of events and activities.
- **Supporting public policy and research:** Developing relationships with key decision makers throughout the state.

Additionally, a portion of our charitable giving is aimed at making a difference in Maine's state health index measures. We retrieve data from the Centers for Disease Control related to eight measures of public health, maternity and prenatal care, preventive care, lifestyle, and mortality and morbidity measures. Updated annually, these measures help us identify priority health issues and work with state government and other organizations to develop programs to help improve outcomes.

We hope that, after looking through this report, you will see us not just as Maine's leading health insurer, but also as a company of good people working every day to create healthy communities across our great state.



Daniel Corcoran
President, Anthem Blue Cross and Blue Shield in Maine



Promoting Healthy Lifestyles

Striking out cancer in kids

New in 2008, Anthem Blue Cross and Blue Shield in Maine provided funding to the Maine Children's Cancer Program to support the Strike Out Cancer in Kids (SOCK) effort. This unique partnership brings together area businesses and the Portland Sea Dogs minor league baseball team to raise funds for children with cancer and blood disorders. The program is based on people pledging a specified amount of money per strike out thrown by Sea Dogs pitchers each season. Since its inception 14 years ago, the SOCK effort has raised an astounding \$3.8 million, helping to provide health care and services for children and families at the Maine Children's Cancer Program.



Cycling events chase diabetes cure

We team up with the American Diabetes Association every year to take part in Tour de Cure cycling events in southern and mid-coast Maine. It's estimated that more than 100,000 Mainers have diabetes. According to the Centers for Disease Control, 23.6 million people or 7.8% of the U.S. population have diabetes (17.9 million people diagnosed, 5.7 million people undiagnosed). Last year, our associates raised \$4,600 for diabetes research and education.



Fighting childhood obesity

We are proud to be part of Lets Go!, a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities. The Let's Go! goal is to increase physical activity and promote healthier food choices through partnerships with schools, after school programs, child care centers, workplaces, and physician offices. Let's Go! is now expanding its reach and sharing their successful model with schools and communities across Maine and across the country. Anthem Blue Cross and Blue Shield is a founding partner of Let's Go!.



Eat right. Be active. Get healthy.
www.lets-go.org

Kids put play in their day

Again this year, we partnered with seventeen YMCAs across Maine to support the 17th Annual YMCA Healthy Kids Day. This event features a variety of fun and engaging activities to encourage children and families to embrace physical activity as a way to support a healthy lifestyle. Unhealthy eating and physical inactivity are the principle reasons behind an unprecedented increase in overweight and obese children. The percentage of young people who are overweight in the U.S. has tripled over the last 25 years. Studies have shown that children who develop healthy exercise and eating habits while young are more likely to lead healthy lives throughout adulthood.

Over 3,400 children took part in the 2008 Healthy Kids Day. A real success story!

Associates take part in Beach to Beacon 10K Road Race

Dozens of our associates participated in the 11th running of the TD Banknorth Beach to Beacon 10K Road Race held last August in Cape Elizabeth. As one of the race's major supporters, Anthem Blue Cross and Blue Shield in Maine also sponsored the Kids' Race and Corporate Challenge. A total of 38 organizations (nearly 750 participants) took part in the Corporate Challenge. Anthem's sponsorship of the road race fits well with our commitment to promote physical activity within our company and throughout our communities.

Helping to Make a Difference

Walking for heart health

For the ninth consecutive year, Anthem Blue Cross and Blue Shield in Maine supported the American Heart Association's Annual Heart Walk (see cover photo). Dozens of associates and their friends and families raised donations in excess of \$7,700 and walked to show their support for cardiovascular disease prevention.

Heart disease is the number one killer of women. A startling 1 in 2.5 women die from heart disease, stroke and other cardiovascular diseases, which is nearly 500,000 deaths per year nationwide.

Our corporate donation as well as funds raised by our associates go directly to education, outreach, research, communications and legislation. We encourage everyone to learn more about this devastating disease and strive to have a healthy heart.



Making cancer strides

Anthem, along with our associates, friends and family contributed nearly \$17,000 toward the annual American Cancer Society's Making Strides Against Breast Cancer campaign. The campaign's signature event, the Making Strides Walk was attended by more than 125 Anthem representatives. Congratulations to the Customer Service Walk Team who raised the most money in donations of all the Anthem teams - nearly \$1,600. The team also made a donation to the American Cancer Society's Hope Lodge.

Responding to disasters close to home

In the spring of 2008, six northern Maine counties experienced a devastating flood, which caused significant damage to homes, roads and bridges, water control facilities and other public infrastructure. The Anthem Blue Cross and Blue Shield Foundation gave a \$10,000 grant to the Pine Tree Chapter of the American Red Cross to assist flood victims who were displaced by the historic flooding along the St. John and Fish Rivers. Dan Corcoran, our President

remarked, "The Red Cross is a lead agency in helping local residents rebuild their lives

following this natural disaster, and our foundation is pleased to support their good work."

Helping to build a stronger health care system

We are proud to provide financial assistance in the form of \$1,000 scholarships to students pursuing a degree at the University of Southern Maine's College of Nursing and Health Professions.

The awards are given to full-time students with demonstrated superior academic achievement who have expressed an interest to stay in Maine after graduation. Health education funding is vitally important to ensure we can meet the future needs of Maine people seeking essential health care services.

Working with the United Way

Anthem and our associates have been long time supporters of United Way organizations. This year alone, our Associate Giving Campaign raised nearly \$96,000 for United Ways across the state. Not only do our associates contribute financially, but many also volunteer for efforts like the Day of Caring, a community revitalization initiative organized by the United Way of Greater Portland and held each year in May.



Associates pitch in to the community

On Saturday, April 26, nearly 100 Maine Anthem's first annual Community Service Day participants spent their time at area non-profit organizations. Over 3,000 Anthem associates, families and friends

Speaking out about good health

We are proud to serve as a convener for key issues by hosting annual health care conferences across the state. On an ongoing basis, we've been pleased to offer forums on topics such as worksite wellness, cost of care issues, nutrition, healthy weight initiatives, physical activity and other critical topics in today's health environment. We recruit local and national experts to speak at these conferences which attract an average of 300 business owners, policy makers, providers, community leaders, educators and legislators.

help

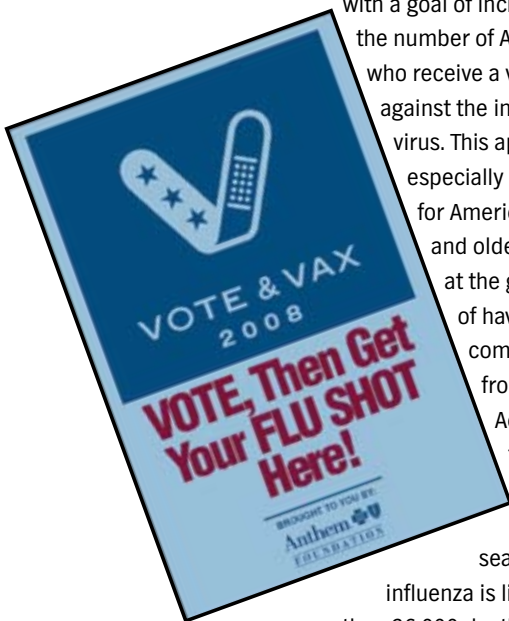
associates took part in
ce Day by volunteering
ns. Nationally, more than
riends participated in
this inaugural event
making a difference in
140 communities in 31
states. This organized
effort gave associates
an opportunity to
give back to the
communities we serve.

Providing access to care

Working together to provide flu vaccines

The first ever in Maine, Vote & Vax was made possible in part by a grant from the Anthem Blue Cross and Blue Shield Foundation. On Election Day last November, 675 voters in Maine received their flu shots at polling places in four communities: Biddeford, Harrison, South Portland, and Portland. More than one third of these individuals stated that they would not have gotten a flu shot if it had not been available at the polls.

The non-partisan, non-political national public health strategy targeted more than 300 polling sites across the U.S. with a goal of increasing the number of Americans who receive a vaccination against the influenza virus. This approach is especially important for Americans age 50 and older who are at the greatest risk of having serious complications from the flu. According to the Centers for Disease Control, seasonal influenza is linked to more than 36,000 deaths annually, 200,000 hospitalizations and countless sick days lost from work and school.



Addressing substance abuse

We are proud to be a significant sponsor of the Day One organization, which has been making a difference in the lives of Maine youth for over 30 years. Their wide range of programs address substance abuse issues through prevention, intervention, treatment and aftercare services. Day One has been nationally recognized for their expertise and leadership in the field of adolescent substance abuse.

Helping to support families facing medical crises

By providing financial support to the Ronald McDonald Houses in Portland and Bangor, we help families stay close to their children through medical crises. The Ronald McDonald House is dedicated to providing affordable, safe and supportive temporary home-like housing to families of seriously ill children receiving treatment at nearby hospitals and medical facilities. We are privileged to be a part of this very important program.



IN HIS OWN WORDS...

Robert A. Dow
Network Relations Consultant,
Provider Relations and
Adopt-a-Family Lead

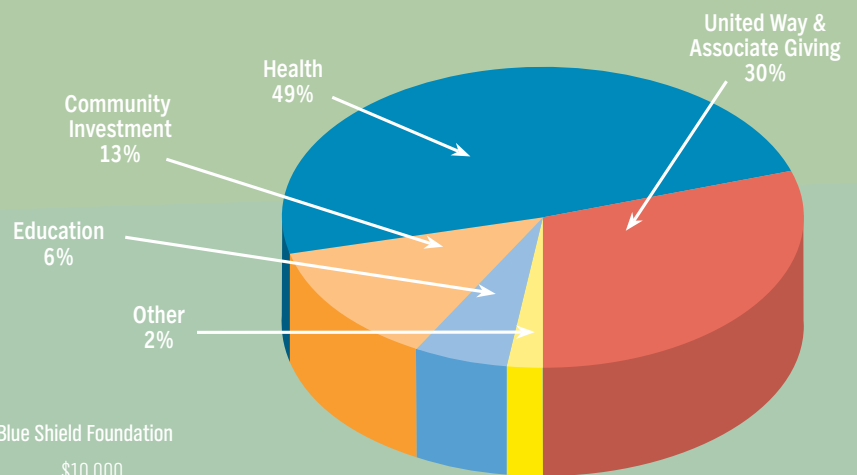
"For the past 17 years, it has given me great joy to volunteer for the Salvation Army's Adopt-A-Family Program (AAF). In 2005, I volunteered to be chairman for the Anthem Maine AAF fundraiser. Since then, we have expanded our efforts, reaching out to the Salvation Army divisions of Greater Portland, Westbrook, Old Orchard Beach/Saco and Bangor. Each year, I work with nearly two dozen dedicated Anthem individuals who serve as coordinators for their respective departments. The coordinators organize numerous internal fundraisers from spring through November with proceeds benefiting AAF. With set giving guidelines and a budget, we have more than doubled the families we've been able to assist - up from 25 families initially to as many as 56 per year. The effort now raises \$13,000 in cash and in-kind donations annually.

Knowing that a child, who might not otherwise have gifts to open, is unwrapping a new toy and enjoying a nice meal on Christmas makes everything we do for AAF worth it. I am proud of the compassion shown by my fellow associates and I am thrilled to be a part of this program here at Anthem. My niece once said, "It makes my heart happy." AAF is making a difference in our community by 'Providing HOPE through CARING and SHARING.'"

Investing in the health of our communities

IN 2008, WE CONTRIBUTED NEARLY \$1 MILLION TO SUPPORT THE FOLLOWING ORGANIZATIONS:

- Alzheimer's Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Red Cross
- Bangor Region Wellness Council
- Biddeford Free Clinic
- Cancer Community Center
- Center for Grieving Children
- City of Portland - Minority Health, Latino Soccer, and March into May
- Community Counseling Center
- Daniel Hanley Center for Health Leadership
- Day One
- Easter Seals
- Eastport Health Care
- Frannie Peabody Center
- Gary's House
- Girl Scouts of Maine
- Good Shepherd Food Bank
- Healthy Androscoggin
- Junior Achievement
- Katahdin Area Council of Boy Scouts
- Kennebunkport Emergency Medical Services
- Let's Go!
- Loco Sports
- Maine Cancer Foundation
- Maine Children's Alliance
- Maine Children's Cancer Program
- Maine Discovery Museum
- Maine Education Association
- MaineHealth - Vote & Vax
- Maine Hospital Association
- Maine Lung Association
- Maine Medical Association
- Maine Philanthropy Center
- Maine State Chamber
- Maine Youth Golf Foundation
- Make-A-Wish Foundation
- Maranacook Education Foundation
- March of Dimes
- Morrison Development Center
- Multiple Sclerosis Society
- NAACP
- National Association for the Mentally Ill
- Northern York County YMCA
- Opportunity Farm
- Penobscot Community Health Care
- People's Regional Opportunity Program
- Pine Tree Council of Boy Scouts
- Portland Pirates Foundation
- Portland Regional Chamber
- Preble Street Resource Center
- Quality Counts
- Ronald McDonald House
- Salvation Army
- Sexual Assault Support Services of Midcoast Maine
- Southern Maine Area on Aging
- Spurwink Services
- STRIVE
- Susan G. Komen Breast Cancer Foundation
- Susan L. Curtis Foundation
- Sweetser
- TD Banknorth Beach to Beacon 10K Road Race
- United Way of Eastern Maine
- United Way of Greater Portland
- University of Southern Maine
- YMCA



Grants from Anthem Blue Cross and Blue Shield Foundation

American Red Cross Pine Tree Chapter	\$10,000
Let's Go!	\$100,000
MaineHealth - Vote & Vax	\$20,000
Maranacook Education Foundation	\$100,000
Morrison Development Center	\$50,000
Penobscot Community Health Care	\$30,000
Preble Street Resource Center	\$80,000



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