



BlueCross BlueShield of Texas

March 30, 2017

To our valued partners,

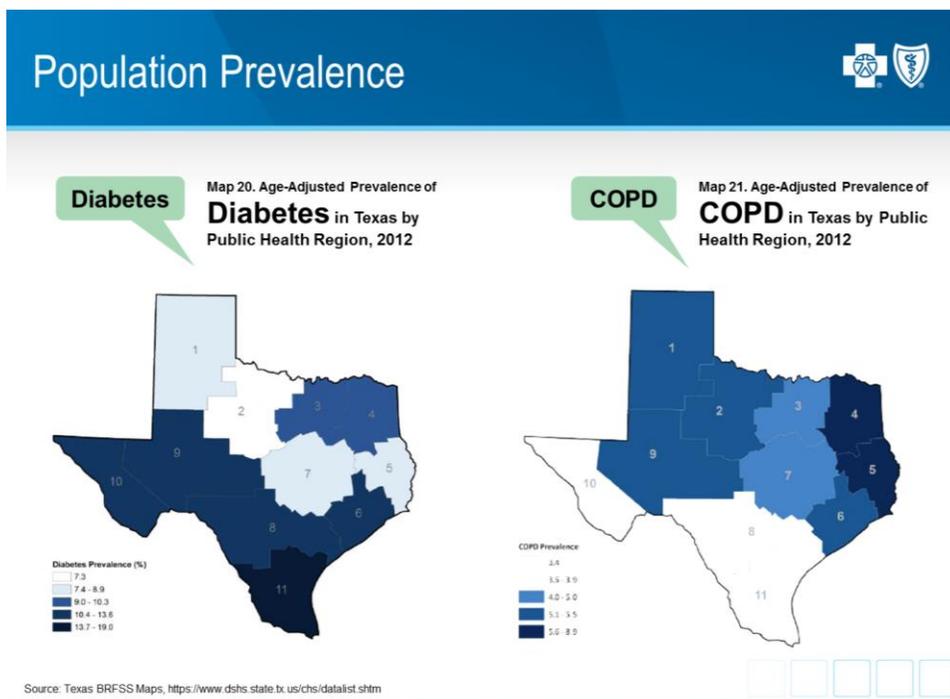
As we celebrate another year of collaboration, working to address important health and wellness issues for all Texans, we are proud to share new developments in Blue Cross and Blue Shield of Texas' Community Investment focus and strategy.

With almost 90 years of experience in Texas, serving our health care needs with programs and partnerships that span all across the state, we are ever mindful of the great responsibility and impact each of our community investment decisions can have on public health issues.

We are also aware that our statewide presence gives us a unique perspective, not only on these issues but on the populations and regions that can be uplifted by strategic, targeted and focused investments.

Over the last several years, and through our collaborative work in the communities we serve, overwhelming evidence has pointed us to two great disease states impacting the health and wellness of millions of Texans:

- Chronic Diabetic Kidney Disease
- COPD states
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These two conditions alone present a challenge so grand in scale that concerted, focused and collaborative efforts are needed to both mitigate and manage their impact on Texans' life span, health and wellness, productivity and quality of life.

Thus, 2017 marks the beginning of a refocused Blue Cross and Blue Shield of Texas' community investment strategy, aimed at combating and better managing these disease states.

We hope to impact these two disease states through evidence-based, prevention and management programs and partnerships that,

- test and implement innovative, patient-centered care models
- scale promising practices that engage diverse players, and
- advance culturally responsive community-level strategies
- deliver periodic, measurable results and improved health outcomes

But we can't do this alone. This undertaking will require stronger, more strategically focused collaborations with our existing partners, as well as new relationships with organizations that are both experienced and successful in developing initiatives that positively impact the above-mentioned disease states.

We will continue updating you on future developments, but also invite you to reach out to us with any questions or comments by contacting Lauri Kelley at lauri_kelley@bcbstx.com or Sheena Payne at sheena_payne@bcbstx.com. You may also call us at (972) 766-6189.

Together, our efforts will generate improved results that will deliver more meaningful impact throughout our Texas communities!

We look forward to hearing your thoughts and comments.

Sincerely,

Sheena Payne
Director, Community Affairs
Blue Cross and Blue Shield of Texas

Esteban López, MD, MBA
Chief Medical Officer
Blue Cross and Blue Shield of Texas