



Ensuring all
Californians have
access to affordable,
high-quality care —
that's our mission,
and it drives
everything we do.



As a not-for-profit health plan, we put the care of our members, our employees and our communities first.

Serving Californians for more than 70 years

Blue Shield of California was founded in 1939 by a group of physicians who believed that everyone should be able to afford a visit to their doctor. In that first year, more than 20,000 Californians signed up. More than 70 years later, Blue Shield now serves 3.3 million members with the same goal in mind. We are financially stable, receiving an A rating from both Standard & Poor's and A.M. Best.

Delivering on the promise of affordability

Everyone talks about rising health costs, but we're taking bold steps to make coverage affordable. We are crafting new health plans with lower rates, helping consumers lower their out-of-pocket costs, and working with doctors and hospitals to operate more efficiently and deliver more cost-effective care.

In June 2011, we became the first health plan in the nation to limit our annual net income to 2% of revenue and pledge to return the difference we collected to our customers and the community with approval by the board of directors. Since 2011, we returned over \$525 million. Our pledge demonstrates that we are motivated by our mission, not by profits.

Advocating at the local, state, and national level

When we talk about access for all Californians, we mean it. In 2002, Blue Shield became the first major health plan to advocate for universal health coverage and share a proposal on how to get there. Since then, we have continued to support health reform efforts at the state and national levels.

We've also invested in access by giving more than \$170 million since 2005 to the Blue Shield of California Foundation, which funds community organizations

and clinics dedicated to making health care effective, safe, and accessible. The Foundation has been named one of *Business Week's* 20 most generous corporate foundations.

Compassion is our strength

True to our not-for-profit heritage, community involvement is essential to building enduring, positive relationships with the people we serve. Our Blue Shield Cares program is committed to volunteerism and our employees participate in over 100 community or health-related events each year. Blue Shield matches employee donations to healthcare organizations 2-to-1 and donations to human services are matched dollar for dollar.

Improving quality for better health

We never lose sight of the fact that the health of our members – and all Californians – is our top priority. The National Committee for Quality Assurance (NCQA) awarded Blue Shield a "Commendable" accreditation status for our commercial HMO/POS plans. NCQA awards a Commendable accreditation to plans that meet rigorous requirements for consumer protection and quality improvement. This designation reflects our commitment to quality and service. We were also proud to remain at a 4-star quality ranking from the Centers for Medicare & Medicaid Services (CMS).

From rewarding providers for delivering better care, to supporting members and employees on their road to wellness, we're always looking for new ways to translate "quality" into "quality of life."

for care, not profit

