

Blue Cross and Blue Shield of Louisiana's vision for diversity and inclusion is to integrate diversity strategically into all business practices and improve the company's use and awareness of multicultural competencies. This strategy will allow Blue Cross to continue our long history of effective response to a diverse and ever-changing market.

Diversity is good business for any organization, but as a leading corporate citizen in Louisiana, Blue Cross must be a role model of diversity and inclusion. Our efforts to be culturally diverse and aware can stimulate local and state economies by creating jobs and contracting opportunities and allow us to create health insurance products that serve an ever-changing population. Diversity as a business strategy leads to benefits and success for the entire organization.

Blue Cross values diversity and inclusion. These values contribute to the internal and external social health of the organization, enabling better interactions with and among employees, members, providers, suppliers, producers and all of the communities we serve throughout Louisiana.

For questions or additional information, please contact the following department:

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of Louisiana**

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**CELEBRATE
DIVERSITY**

MARKET...HEALTH...EMPLOYEE...SUPPLIER...PROVIDER...BENEFITS

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How does BCBSLA define diversity?

Diversity at Blue Cross is defined as appreciating, valuing and capitalizing on individual differences. Those differences may be based on age, gender, ethnicity, nationality, religious beliefs, sexual orientation, disability and/or parental status. They may also reflect career experience, personal abilities, socio-economic status and/or personality characteristics.

What are BCBSLA's diversity initiatives?

Respond to a Changing Marketplace

Increase the diversity of our producer community and support producers in selling Blue Cross health insurance to diverse populations, including the underinsured.

Address Health Disparities

Raise awareness and reduce the risk of disparities in the rates of and care for cancer, diabetes, cardiovascular disease and obesity in our members, employees and residents of Louisiana.

Communicate with Providers

Encourage cultural competency among our providers in order to raise awareness of our members' diversity and help improve provider-patient communications.

Expand Employee Diversity

Promote Blue Cross as an employer of choice through increased recruitment of qualified candidates and retention and promotion of high-performing employees.

Reach Out to Suppliers

Ensure access to contracting opportunities for qualified, responsive and responsible vendors that reflect our market and customer base.

Provide Appropriate Benefits

Offer products that provide benefits to our increasingly diverse marketplace.

The BCBSLA Diversity Advisory Council

The Diversity Advisory Council (DAC) is an employee group responsible for developing and sustaining an environment of mutual respect and trust to enhance employees' performance and productivity. Council members address diversity-related issues and identify opportunities to positively influence our organizational culture by engaging, motivating and educating employees.

What role does the DAC have in promoting diversity at Blue Cross?

The DAC is chartered to:

- Provide advice, guidance and recommendations to the CEO and Senior Management Team for planning, implementing, monitoring and evaluating the organization's Diversity Program.

- Help stakeholders to express diversity-related concerns and bring these concerns to the appropriate department(s).

- Assist in developing and implementing educational forums and programs that foster cultural competency.

- Help stakeholders to acquire and apply the knowledge, skills and dispositions necessary to achieve success.

What types of activities involve the DAC?

DAC activities include guest speaker programs, special diversity recognition celebrations, internal focus groups and external events.

