



Driving change through collaboration

INDEPENDENCE BLUE CROSS
FOUNDATION

Independence 

2012 community report

Featured on the cover: Collaborating for change are Im Ja Choi, executive director, Penn Asian Senior Services; William Clark, president and executive director, Philabundance; Susan Post, executive director, Esperanza Health Center; Patrick Cunningham, student, Eastern University School of Nursing; and Independence Blue Cross Foundation Healthy Futures Initiative ambassadors Jaden Hinton and Olivia Squillante.

Driving change through collaboration

We're building healthy communities.

Working side by side with local and national partners, we're transforming health care. We're growing a powerful Blue Safety Net of nonprofit privately funded clinics to care for our most vulnerable, supporting the development of a nursing workforce for tomorrow, and leading a groundbreaking integrated solution to address the epidemic of childhood obesity.

Together, we are driving change.

INDEPENDENCE BLUE CROSS
FOUNDATION


Independence 

A transformative first year

Improving the health and wellness of a community takes the commitment of a broad range of stakeholders. The strong achievements of the Independence Blue Cross Foundation's inaugural year were made possible through the collaborative effort of many dedicated and diverse organizations.

Leading the drive for change are Daniel J. Hilferty, president and CEO of Independence Blue Cross, and Lorina Marshall-Blake, president of the Independence Blue Cross Foundation.

INDEPENDENCE BLUE CROSS FOUNDATION

Independence 



Dear Friends, Colleagues, and Partners:

It was a remarkable inaugural year for the Independence Blue Cross Foundation as we joined forces with our region's most dynamic and innovative organizations on a journey toward better health in our region and beyond. Together, with creativity and purpose, and in the nearly 75-year tradition of community support nourished by Independence Blue Cross, we've confronted three of the most critical health care challenges of our time: the plight of our region's uninsured and underinsured residents, the great demand for qualified and educated nurses, and the childhood obesity epidemic. It is with great pride that we tell the story of this exciting year and all that we have accomplished in our first community report, "Driving change through collaboration."

The \$56 million IBC Foundation is committed to making a difference in the health of our community: its quality, its availability, and its cost. We made notable progress by supporting the region's most effective programs and organizations — partners that share our vision of sustainable models in community wellness and who join with us to transform health care. History shows us that it is through the meeting of minds and the sharing of resources that great change comes about. In 2012, the IBC Foundation awarded 88 grants to progressive programs and groups with bold ideas committed to improving the health of our region.

Our list of grantees (see pages 20-24) is comprehensive and diverse, touching the lives of residents of all ages throughout our five-county region. We are pleased to stand behind the nonprofit privately funded clinics that help prevent illness, improve health, and save lives; nurses and nurse educators whose expert care will comfort our aging population; and community leaders whose passion and compassion for our region's youth matches our own. These are just a few of the excellent programs that, with the support of the IBC Foundation, collaborated to drive change and build healthier communities in 2012. We invite you to learn more about them in this report.

We look ahead enthusiastically to the infinite possibilities to expand our local and national network of partners and lead collaborative efforts that will effectively improve the health and wellness of our local communities and serve as a model to effect change throughout the country.

We thank our steadfast partners and our hard-working, visionary grantees. They believe as we do that by working together, we are changing the game and making a difference in our community.

By working together, we are changing the game and making a difference in our community.



Daniel J. Hilferty

President and CEO
Independence Blue Cross



Lorina Marshall-Blake

President
Independence Blue Cross Foundation

Independence Blue Cross Foundation at a glance

The Independence Blue Cross Foundation funds programs and initiatives that advance caring for our region's most vulnerable, enhance health care delivery, and build healthy communities. To produce the greatest and most lasting impact on our health care system and community, we adopted a strategic giving approach through the following programs:



BLUE SAFETY NET

works with local nonprofit privately funded clinics to expand access to health care in medically underserved neighborhoods



NURSES FOR TOMORROW

strengthens the nursing workforce, advances nurse education, and ensures that future nurses have the skills and experience they need to provide quality care



BUILDING HEALTHY COMMUNITIES

supports organizations providing health and wellness programs, including the IBC Foundation Healthy Futures Initiative



4.6 MILLION

total awarded to 88 grantees in 2012 to build the health of our region



464,127

patient visits by 156,940 area residents to the 39 Blue Safety Net clinics



430 STUDENTS

in 34 local nursing programs who received undergraduate or graduate nursing scholarships through the Nurses For Tomorrow initiative



40 PERCENT

of area children are obese or overweight, which led to the creation of the three-year \$1.8 million IBC Foundation Healthy Futures Initiative to reduce childhood obesity and improve nutrition, fitness, and wellness

Working together ... to expand and improve access to quality care for our most vulnerable

Everyone deserves the peace of mind that comes with access to safe, reliable medical care. We partner with local nonprofit privately funded clinics to help deliver high-quality medical care, dignity, and hope to the people who need it most.

The need for a lifeline knows no age: Andrea Romero and her dad, Patricio, visit the Community Volunteers in Medicine clinic in Chester County.





A life saved

Unable to afford treatment, Connie Tanner was dying from thyroid disease until she found the Bucks County Health Improvement Partnership's free adult clinic. "Within a few months, I was back on my feet. They saved my life."

A lifeline for the uninsured

Thousands of uninsured and underinsured residents in our region face significant barriers to obtaining quality health care. Their struggle weakens their own health and adds stress to already challenging situations. Without an alternative, they are often forced to rely on expensive emergency room visits as their primary source of medical care, increasing the cost of health care for everyone in our region.

Through our **Blue Safety Net** program, the Independence Blue Cross Foundation supports nonprofit privately funded clinics that make access to high quality, affordable health care a reality for vulnerable individuals and families. In 2012, through our collaboration with 39 private, nonprofit clinics, 156,940 southeastern Pennsylvania residents received high quality, affordable medical and dental care.

Removing barriers to health care

The 39 Blue Safety Net grantees in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties are often the only health care option available to the patients they serve. Our grants help save lives and prevent and better manage diseases — like high blood pressure, diabetes, and asthma — that disproportionately afflict the medically impoverished, creating hope in our area's most vulnerable neighborhoods.

The IBC Foundation awards grants to nonprofit privately funded clinics based on factors including access to care, the number of uninsured and underinsured patients served, and the sustainability of the clinics amidst a rapidly evolving health care environment. These standards have resulted in exemplary and award-winning community health programs, staffed by trained, experienced, and committed professionals. Through preventive medicine, including regular well visits, screenings, and education, these partners are helping adults and children adopt healthy habits that will last a lifetime, improving their health — and their futures.

The facts about our region's uninsured

In southeastern Pennsylvania, 11.4 percent of adults 18–64 and 3.4 percent of children younger than 18 do not have health insurance. The uninsured and underinsured are more likely to postpone receiving medical treatment and are more likely to use an emergency room because they lack access to primary care or because a health problem has worsened.

IBC Foundation supported clinics can be attributed with saving nearly **\$12 million** in health care dollars as a result of estimated reductions in the number of emergency room visits.

Working together ... to enhance health care delivery

With an increasing number of elderly who need more care and health care reform bringing millions of new people into the health care system, the need for qualified nurses has never been greater. We're creating higher quality care by investing in the future of nursing.

Advanced education will be a requirement of the future for the nursing profession: In 2012, Brianna Brophy graduated from Thomas Jefferson School of Nursing and is now a registered nurse working at Temple University Hospital in the respiratory intensive care unit.



Jefferson
School of Nursing



Our Nurses For Tomorrow program serves as a national model for transforming today's nursing students into tomorrow's health care leaders and helps alleviate the 4.9 percent shortage of registered nurses in the state of Pennsylvania.

Building tomorrow's nursing workforce

The United States is anticipating a shortage of qualified nurses in the coming decades as the demand grows due to an aging population. Adding to the challenge is a shortage of qualified nursing school faculty, which has led to thousands of promising nursing candidates being turned away.

At the Independence Blue Cross Foundation, we're tackling this problem with a proactive approach called **Nurses for Tomorrow**. In 2012, we invested more than \$1 million in this initiative, which partners with 22 nursing schools in our region to help ensure that today's nursing students are prepared to meet the demands of a rapidly changing health care landscape.

Educating more nurses

To increase the number of licensed clinical and advanced specialty practice nurses, the IBC Foundation provides scholarships directly to the schools for undergraduate and graduate nursing students pursuing degrees in nursing education, primary care, and geriatric care — areas of greatest need in coming decades. Students must be enrolled at a qualified nursing program in southeastern Pennsylvania to be eligible.

Providing unique internship opportunities

Our summer internship program offers undergraduate nursing students enrolled in local accredited nursing schools supported through the Nurses For Tomorrow initiative a rare and valuable opportunity to look at the role of nursing in health care administration. Or, student nurse interns can be assigned to a nonprofit privately funded clinic for hands-on clinical experience. These students explore the challenges and rewards of

public health and provide care to underserved populations by working at nonprofit privately funded clinics supported through the IBC Foundation Blue Safety Net grants. In 2012, 23 undergraduate students from 13 local nursing programs completed the ten-week program, logging a total of more than 8,500 hours. Thirteen nursing interns were assigned to nonprofit privately funded clinics and ten were assigned to Independence Blue Cross health services departments.

Continuing education for licensed nurses

We offer continuing education workshops for nurse educators and administrators to keep current on issues and share information with their peers. The IBC Foundation created the Inside Managed Health Care Plans workshop to focus on the latest health care challenges. It is the first workshop of its kind to be offered by a health plan. More than 100 licensed nurses attended this free, instructional program held at Independence Blue Cross headquarters in Philadelphia, and earned up to 5.5 continuing education credits.

The National League for Nursing's Advancing Care Excellence for Seniors (ACES) workshop in November 2012, funded and hosted by IBC Foundation, enabled attendees to earn 6.0 continuing education credits. The free daylong workshop focused on developing new and effective partnerships to improve care for older adults with special attention given to dementia and Alzheimer's disease. The workshop kicked off with a panel discussion led by the National League for Nursing and included additional IBC Foundation grantees from Penn Asian Senior Services and the NYU Hartford Institute for Geriatric Nursing. A representative from the Alzheimer's Association Delaware Valley Chapter also contributed to the panel.



Closing the care gap

Penn Asian Senior Services breaks down cultural and linguistic barriers to care.

Founder Im Ja Choi built a bilingual nursing staff to provide home health care to more than 430 Asian seniors who need daily medical attention but speak little English.

Working together ... to promote childhood wellness

An alarming percentage of children and adolescents in our region are obese — more than twice the national average. That's why we're leading the charge to help kids eat right, get fit, and stay well.

To kick off the IBC Foundation Healthy Futures Initiative, Chester County youth take to the field at PPL Park, home of the Philadelphia Union, a Get Fit partner.





Healthy food is hard to find in low-income areas. Philabundance's Fresh for All program, supported by the IBC Foundation, addresses the problem by giving fresh fruits and vegetables to those who need it most.

Building healthy communities

In southeastern Pennsylvania, more than 40 percent of children are obese or overweight. Statistics show that obese teenagers have a 70 percent risk of becoming obese adults. The obesity epidemic costs our nation \$190 billion in additional medical spending per year, with no significant reversal in sight.

Research also shows that obese children are likely to remain obese as adults and suffer from serious weight-related health problems like heart disease, type 2 diabetes, stroke, and certain cancers. Change is necessary. The Independence Blue Cross Foundation is driving this change to ensure healthy futures for our children.

We've taken bold action to reverse this trend: In October 2012, we introduced the **Independence Blue Cross Foundation Healthy Futures Initiative**, an innovative, multidisciplinary program designed to fight childhood obesity and build healthy communities by changing eating habits, promoting physical activity, and improving school-based screenings for chronic illnesses. We've pledged nearly \$2 million over three years and partnered with respected regional forces in nutrition, physical fitness, and children's preventive health to make these changes happen.

The Independence Blue Cross Foundation Healthy Futures Initiative addresses three major components in the fight to end childhood obesity: **eat right, get fit, and stay well.**

Eat Right

Good nutrition begins with education and changes in poor eating habits. We're committed to providing the tools to help families and communities make healthy changes. Through Eat Right, we've joined forces with Philadelphia's **Vetri Foundation for Children**, implementing its groundbreaking Eatiquette program at select local grade schools. This program equips schools to serve healthy, tasty, family-style meals and deliver educational nutrition programs to students, their parents, and community leaders.

Get Fit

In an age of electronic entertainment and a decline in neighborhood safety, physical activity has decreased considerably for many of our region's children. Through Get Fit, kids enjoy being active in and out of school while burning calories and building muscle. We can't imagine a better partner for this endeavor than the **Philadelphia Union**, our city's Major League Soccer team. This collaboration promotes healthy minds and bodies through grade-school fitness programs at select regional schools and community fitness events with a pop-up soccer field.

Stay Well

There's one more key element to building healthier communities: We need to help identify and manage chronic illnesses like type 2 diabetes and asthma that keep kids out of school and unable to learn. We're collaborating with **The Children's Hospital of Philadelphia**, our nation's oldest, largest, and top-ranked children's hospital, to create a leading-edge elementary school health program that stresses a team approach to regular screenings, education, and other preventive health measures.





\$2.5 million awarded
to 39 nonprofit
privately funded clinics
in our region through
Blue Safety Net

Independence Blue Cross Foundation 2012 partners

The IBC Foundation awarded 88 grantees more than **\$4.6 million** in 2012 to fund programs and initiatives that advance caring for the region's most vulnerable, enhance health care delivery, and build healthy communities through our three funding programs: the Blue Safety Net, Nurses for Tomorrow, and Building Healthy Communities.

Blue Safety Net

11th St. Family Health Services of Drexel University

Abington Memorial Hospital — North Hills Health Center

Abbotsford Falls Family Practice and Counseling

Ann Silverman Community Health Clinic

Aria Health Center Clinic

Augustinian Defenders of the Rights of the Poor Unity Clinic

Bucks County Health Improvement Partnership (BCHIP) Lower Bucks Adult Health Clinic

ChesPenn Health Services, Inc. — Family Health Center of Coatesville

ChesPenn Health Services, Inc. — Center for Family Health at Eastside & Center for Family Health at Community Hospital

ChesPenn Health Services, Inc. — Center for Family Health at Upper Darby

Chester County Community Dental Center
Community Volunteers in Medicine
Congreso de Latinos Unidos Health Center
Covenant House — CHOP Connections Clinic
Eagles Charitable Foundation — Eagles Eye Mobile
Esperanza Health Center
Face to Face Health Center
Fairmount Primary Care
Gwynedd-Mercy College Adult Health Center
HealthLink Medical Center
Kids Smiles West Philadelphia Dental Center
La Comunidad Hispana Health Center
Maria de los Santos Health Center
Mary Howard Health Center
Mazzoni Center Family & Community Medicine
Norristown Regional Health Center
North Penn Visiting Nurse Association — Primary Care Clinic
Philadelphia College of Osteopathic Medicine (PCOM) Healthcare Center
Project H.O.M.E. — St. Elizabeth's Community Health Center
Public Health Management Corporation (PHMC) — Care Clinic



**\$1 million awarded
to support
22 undergraduate
nursing programs
and 12 graduate
nursing programs
in southeastern
Pennsylvania**

Public Health Management Corporation (PHMC) — Health Connection

Puentes de Salud

Rising Sun Health Center

St Catherine Labouré Medical Clinic

St Mary Medical Center Foundation — Mother Bachmann Maternity Center and Children's Health Center

Temple University — Temple Health Connection

The Clinic

Visiting Nurse Association (VNA) Community Services — Ginny Coombs Children's Health Center

Youth Services, Inc.

Nurses for Tomorrow

Abington Memorial Hospital Dixon School of Nursing

Aria Health School of Nursing

Bucks County Community College Department of Health, Physical Education and Nursing

Center for Arts and Technology Practical Nursing Program

Community College of Philadelphia Department of Nursing

Delaware County Community College Division of Allied Health, Emergency Services and Nursing

Drexel University College of Nursing and Health Professions*
Eastern Center for Arts & Technology Practical Nursing Program
Eastern University Department of Nursing
Gwynedd-Mercy College, Frances M. Maguire School of Nursing*
Holy Family University School of Nursing and Allied Health Professions*
Immaculata University Division of Nursing*
La Salle University School of Nursing and Health Sciences*
Montgomery County Community College
Neumann University, Department of Nursing*
Northeastern Hospital School of Nursing
Temple University, Department of Nursing*
Thomas Jefferson University, Jefferson School of Nursing*
University of Pennsylvania School of Nursing*
Villanova University College of Nursing*
West Chester University, Department of Nursing*
Widener University School of Nursing*

* denotes undergraduate and graduate scholarship grant awards

550 continuing education credits awarded to more than 100 nurses who attended free workshops offered by the IBC Foundation, a first in the industry



\$1.1 million awarded to support projects addressing community health and wellness, including \$562,000 to launch the IBC Foundation Healthy Futures Initiative

Building Healthy Communities

Back on My Feet

Community Health Partners for Sustainability — Scalable Innovations Forum

Education-Plus Inc.

FaSST/Connections Program

Free Clinic Association of Pennsylvania

Hartford Institute for Geriatric Nursing, New York University

Healthy NewsWorks

National League for Nursing (NLN) Advancing Care Excellence for Seniors (ACES)

National Nursing Center Consortium (NNCC)

Penn Asian Senior Services

Philabundance

Philadelphia Allied Health Partnership

IBC Foundation Healthy Futures Initiative

The Children's Hospital of Philadelphia

Fit Essentials

Health eTools for Schools

Philadelphia Union

Vetri Foundation for Children

Independence Blue Cross Foundation board of directors and officers

Board of directors

Patrick B. Gillespie, Chair

Christopher Cashman

Joan Hilferty

Plato A. Marinakos

Paul A. Tufano, Esq.

I. Steven Udvarhelyi, M.D.

Officers

Lorina Marshall-Blake
President

Alan Krigstein
Treasurer

Lilton R. Taliaferro, Jr.
Secretary





Staff

Lorina Marshall-Blake
President, IBC Foundation

Sheila Hess
Manager, Foundation Programs

Maureen Furletti
Senior Program Analyst

Heather Falck
Program Analyst

Marie Lange
Program Analyst

Carolyn Golden
Program Coordinator

Kathleen Harris
Executive Assistant

Contact information

Phone

Call toll-free:
1-855-IBC-FDTN
(1-855-422-3386)

Email

ibxfoundation@ibx.com

Mail

Independence Blue Cross Foundation
1901 Market Street, 37th floor
Philadelphia, PA 19103-1480

Electronic media

www.ibxfoundation.org



Follow us @ [ibxfdtn](https://twitter.com/ibxfdtn)

INDEPENDENCE BLUE CROSS
FOUNDATION

Independence 

Driving change through collaboration

INDEPENDENCE BLUE CROSS FOUNDATION

Independence 

© 2013 Independence Blue Cross Foundation

Independence Blue Cross and the Independence Blue Cross Foundation are independent licensees of the Blue Cross and Blue Shield Association, serving the needs of Philadelphia and southeastern Pennsylvania.

2013-0928 (5/13)