



## CORPORATE OVERVIEW

We're on a mission to transform health care. To make it more accountable to the patient. More accessible. And more affordable. Because people deserve quality health care at a lower cost. Blue Cross and Blue Shield of North Carolina can be the model of what's possible in health care.

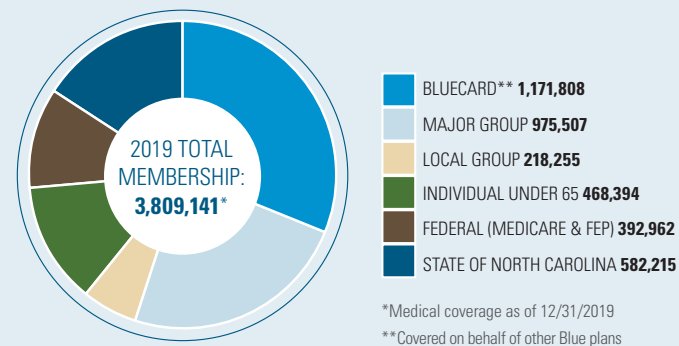
## COMPANY MILESTONES

- 2020:** Dr. Tunde Sotunde is elected Blue Cross NC's new President and CEO.
- 2019:** Blue Cross NC, together with five major health systems announces the groundbreaking Blue Premier, a new valued-based model of care.
- 2018:** Blue Cross NC files its first individual market rate decrease in company history reducing health care costs by \$120 million for customers in 2019.
- 2018:** Company invests \$50 million from tax law savings in community health initiatives focused on access to health care, food insecurity, safe housing, employment, transportation, early childhood interventions, and battling the state's opioid epidemic.
- 2016:** After 43 years in Chapel Hill, Blue Cross NC moves its headquarters to Durham.
- 2015:** Online cost transparency tool allows anyone to compare costs for more than 1,200 medical procedures.
- 2014:** Blue Cross NC is the only insurer that offers ACA plans to all North Carolinians.
- 2001:** Blue Cross NC acquires PARTNERS National Health Plans of North Carolina, leading to the company's opening of a customer service center in Winston-Salem.
- 2000:** Blue Cross and Blue Shield of North Carolina Foundation established.
- 1998:** Blue Cross NC becomes one of the first insurers in America to voluntarily adopt the Consumer Bill of Rights.
- 1973:** Name changed to Blue Cross and Blue Shield of North Carolina.
- 1968:** Hospital Care and Hospital Saving Associations consolidate as North Carolina Blue Cross and Blue Shield.
- 1933:** Founded as Hospital Care Association.

## ENTERPRISE LEADERSHIP TEAM

|                                                                                     |                                                           |                                                                                     |                                                                     |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|
|  | <b>Dr. Tunde Sotunde</b><br>President and CEO             |  | <b>Gerald Petkau</b><br>Chief Operating Officer                     |
|  | <b>Patrick Getzen</b><br>Chief Data and Analytics Officer |  | <b>Danielle Gray</b><br>Chief Legal Officer and Corporate Secretary |
|  | <b>Fara Palumbo</b><br>Chief People Officer               |  | <b>Mitch Perry</b><br>Chief Financial Officer                       |
|  | <b>John Roos</b><br>Chief Growth Officer                  |  | <b>Dr. Rahul Rajkumar</b><br>SVP, Chief Medical Officer             |
|  | <b>Lisa Cade</b><br>Chief Service Operations Officer      |  | <b>Jo Abernathy</b><br>Chief Information Officer                    |

### 2019 Ending Membership



### 2019 Financial Results

|                                    |            |
|------------------------------------|------------|
| Revenue                            | \$9.9B     |
| Consolidated Net Income (Loss)     | \$492M     |
| Net Income Ratio                   | 5%         |
| Taxes Paid (Federal, State, Local) | \$431.3M   |
| Months in Reserve                  | 5.2 months |

### Campus Locations

| Durham (Main)                                             | Fayetteville                                                                     | Winston-Salem                                       |
|-----------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------|
| 4615 University Drive<br>Building 450<br>Durham, NC 27707 | Festival Park Plaza<br>Office Building<br>225 Ray Ave.<br>Fayetteville, NC 28301 | 5660 University Pkwy.<br>Winston-Salem, NC<br>27116 |

### Media Contacts

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**Email Contact:** [media.inquiry@bcbsnc.com](mailto:media.inquiry@bcbsnc.com)  
**Newsroom:** <http://mediacenter.bcbsnc.com>

### Employees (5,017) as of 5/12/2020

|                      |                    |              |
|----------------------|--------------------|--------------|
| Women: 71.2%         | Baby Boomer: 19.6% | Gen Y: 30.5% |
| Men: 28.8%           | Gen X: 49.6%       | Gen Z: 1.2%  |
| People of Color: 51% |                    |              |

Membership, employment and charitable contribution data as of 12/31/2019 from Blue Cross NC Internal data and Blue Cross NC internal financial data.

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## Foundation

The Blue Cross and Blue Shield of North Carolina Foundation is an independent charitable foundation. Its mission: To improve the health and wellbeing of all North Carolinians. Since its founding in 2000, the Foundation has invested nearly \$145 million through more than 1,025 grants in organizations and communities advancing health across North Carolina. In its grantmaking, the Foundation strives to address key drivers of health and meet identified needs in partnership with the community. It's left a lasting positive mark on the health of our state.

## Awards and Recognition

We're committed to providing a positive and engaging work culture that values our employees. That means constantly searching for ways to improve upon the impressive foundation we have for our diverse workforce as they achieve more fulfilling careers. Our company is consistently recognized by a growing number of organizations for our supportive and empathetic culture. The organizations include Forbes, Chief Learning Officer and Working Mother magazines. Among a host of other awards, we earned certifications as a Great Place to Work® and Computer World 100 Best Places to Work in IT for four consecutive years.



## About Our Company

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) is a not-for-profit, fully taxed company. We have been driving better health in North Carolina since 1933, working to tackle our communities' greatest health challenges. We are North Carolina's largest insurer with more than 5,000 employees serving more than 3.8 million members and the only insurer providing ACA plans in all 100 counties of the state. We're leading the way in transforming health care to make it better, simpler, and more affordable by:

- + Shifting the way we pay for health care by implementing a value-based payment model
- + Addressing key drivers of health challenges and taking significant action that will foster positive change for our communities
- + Strengthening primary care and behavioral health
- + Providing our customers with innovative tools and resources to help them make the best decisions for themselves and their families

## Transforming Health Care

For more than 87 years, Blue Cross NC has worked to improve the health and wellbeing of North Carolinians. In 2019, we made tremendous strides in transforming the health care system for the benefit of our members and our state, including implementing historic premium reductions for a second consecutive year, integrating behavioral health care more closely with primary care, and creating Blue Premier, one of the most advanced and comprehensive shifts to value-based payments in the nation. Blue Premier includes agreements from North Carolina's leading health systems and their accountable care organizations (ACOs). We're also changing the way we pay for care through a number of other significant partnerships, as well as addressing our communities' toughest health challenges.

Through unwavering commitment to quality, affordability, and exceptional experience, we continue to work towards our vision of being the model for transforming health care and making North Carolina healthier and ultimately, better.

## Community Involvement

At Blue Cross NC, our responsibilities extend far beyond health insurance or even our customers, but to all the communities across North Carolina that we've supported for generations. Communities face a host of non-medical factors—drivers of health—that can have a profound impact on health. Income levels, housing, availability of healthy food, transportation and access to quality health care all play a role in the overall health of a community. Removing barriers to break the cycle of preventable, costly health conditions and working with hospitals and doctors to ensure North Carolinians get the health care they deserve is vital to tackling drivers of health. As the largest health insurance company headquartered in North Carolina, we're dedicated to making a positive impact and helping individuals and communities address these critical issues.