



BlueCross BlueShield
Kansas



2022 Annual Report



Open 24 hours

YOU'LL RELISH THE FLAVOR!

Steffen's ICE CREAM

SODAS

THERE WILL BE A \$500 Charge for Whining

Ice Cream Cone/Cup
1 Scoop Cdn Con 1.25
2 Scoop Cdn Con 1.75
3 Scoop Cdn Con 2.25
2 Scoop Waffle Con 2.50
Shakes/Malts 4.25
Whirlwind 4.90
Floats M 3.00 L 3.50 XL 4.00
Sundees Single 2.75
Old Fashioned Sods 4.00 XL 4.00
Lemonade 4.25
Oprah Smoothie 4.25

Kramer/Batman M 2.50 L 2.75 XL 3.00
Soft Drinks M 1.50 L 1.75 XL 2.00
Flavor Add-on 2.00
Iced Tea M 1.50 L 1.75 XL 2.00
Lemonade/Limeade M 2.25 L 2.40 XL 2.55
Coffee/Hot Tea 1.00 5oz
Tea or 10oz Freefills 1.00
Hot Chocolate

ICE CREAM
Vanilla
Chocolate
Strawberry
Moosehacks
Caramel & Cream
Pistachio Mac
Raspberry Macaron
Caramel Pecan
Orange Sherbet
Rainbow Sherbet
Lime Sherbet
Punkin' Picky

Girl in red polka-dot shirt and denim skirt sitting on a red stool, eating ice cream.

Girl in white shirt and green shorts sitting on a red stool, eating ice cream.

Girl in light blue shirt and denim shorts sitting on a red stool, drinking a soda.



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Statement of Licensee

Blue Cross and Blue Shield of Kansas (BCBSKS) is licensed by the Blue Cross Blue Shield Association to offer certain products and services under the Blue Cross and Blue Shield brand names within the company's own geographic service area — all Kansas counties except Johnson and Wyandotte.

Blue Cross and Blue Shield of Kansas is an independently licensed company governed by its own board of directors and is solely responsible for its own debts and other obligations. Neither the Blue Cross Blue Shield Association nor any other organization using the Blue Cross and/or Blue Shield brand names acts as a guarantor of Blue Cross and Blue Shield of Kansas obligations.

The Blue Cross and Blue Shield system of individual Plans is not a single entity, but rather an association of independent licensee companies.



A MESSAGE FROM OUR PRESIDENT

Celebrating 80 years of commitment, compassion and community

In 2022, we celebrated our 80th anniversary, reinforcing our commitment as the state's largest insurer and the organization Kansans trust with their health. We marked this major milestone with the Our Home. Our Heart. Tour – an 80-day summer road trip that took our team to 20 cities across the state. Along the way, we talked with our members, businesses and providers to understand the challenges and opportunities they faced as we looked to better the health of our home state. Our goal: To build even stronger relationships with the Kansans we serve.

This theme of listening and learning didn't stop with the tour. Throughout 2022, we set out to explore how we could be a more effective and engaged partner to our employees, members, providers and communities for the next 80 years. We asked: how can we better listen to our members and strengthen our communities? How can we create a more flexible, fulfilling workplace while also paving clear career paths for our employees? All these questions led us to creative solutions and innovative changes to both our workplace and the services we provide.

We started with the people who make us the company we are – our employees. Through Project Ad Astra, our strategic initiative that focuses solely on the employee experience, we significantly enhanced our workplaces as well as our employee benefits. We reimagined the career pathing journey for employees, updated our compensation model and provided the training, resources and tools our teams needed to succeed. These changes were all aimed at our goal to be a leader in the employee experience, setting the standard for a flexible and fulfilling workplace.

We also made significant investments for our members and communities to improve their BCBSKS experience. We launched the new Blue Access mobile app to help members manage their health plan from anywhere, including viewing plan details, finding doctors, accessing a digital insurance card, checking account information and more. In our communities, BCBSKS and our teams volunteered more than 3,640 hours and donated more than \$540,000 to local organizations.

As we look ahead to the next 80 years, we are incredibly optimistic that the work we're doing today will continue to improve the health and lives of our employees, members, communities and families across Kansas. Thank you for trusting in us; we can't wait to celebrate the next 80 years!

Sincerely,



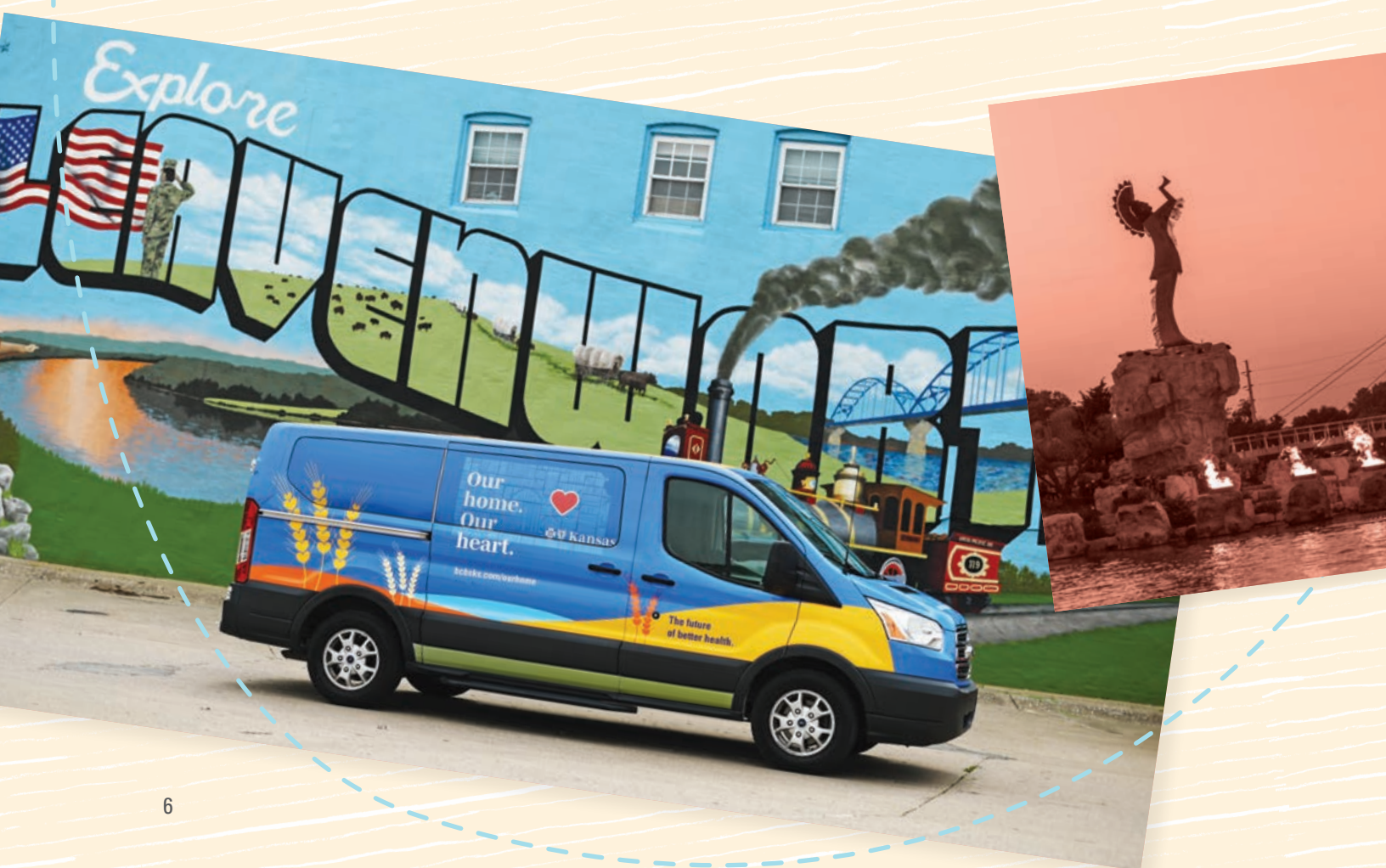
Matt All
President/CEO



OUR HOME. OUR HEART.

A tour for the future of better health in Kansas

As we planned for 2022, one idea quickly gained excitement, a statewide tour called Our Home. Our Heart.



to come in with solutions, but to listen. What we heard is now shaping and informing how we operate our business, serve our members and bring forth solutions to better the health of our state.

What we heard during the tour about BCBSKS:

- Our provider network is strong
- Our customer service is excellent
- Cost containment is on everyone's mind
- Communicating the value of employee benefits is challenging
- Mental health support was cited as a need by nearly all people
- The need for more translated materials
- Excitement for Chamber Blue, our new small business offering

"Our groups and members absolutely see us as a part of the solution," said Nicki Flanagan, vice president and chief human resources officer. "They are looking to us to be forward thinking with a modern approach to solve their pain points."

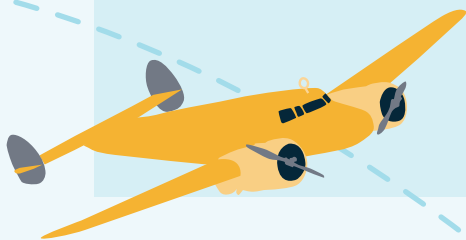
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JUNE 9

Atchison and Leavenworth

Our trip to Atchison and Leavenworth wrapped up with 11 BCBSKS team members volunteering to help with the beginnings of a community garden and orchard with HomeWorks USA. Our team was also able to tour one of the homes being built and learn more about the needs of youth aging out of the foster care system.



**JUNE 9
AMELIA EARHART**

ATCHISON - LEAVENWORTH

KEY TOUR STOPS:

- Amberwell Atchison
- Lunch at Pete's Steakhouse
- Amelia Earhart Hangar Museum
- University of St. Mary
- HomeWorks USA

BOARDING:	DEPARTURE:
9:15AM	9:30AM



**JUNE 9
AMELIA EARHART**

ATCHISON - LEAVENWORTH

BOARDING:	DEPARTURE:
9:15AM	9:30AM

“As Kansans serving Kansans, we don’t take for granted the responsibility we have in bettering the health of our state, and we need to know our members and their needs to do that best.”

Matt All

President and CEO

The OHOH tour was such a success that we are planning to get back out on the road in 2023 to visit more communities and continue these important conversations.

In addition, we have also continued our conversations with the business community through recent Business Leader Summits informed by the OHOH findings.

“As Kansans serving Kansans, we don’t take for granted the responsibility we have in bettering the health of our state, and we need to know our members and their needs to do that best,” said Matt All, president and CEO of BCBSKS.



Volunteered more than **44** hours of community service along the tour route

Visited **20** communities representing **753,635** Kansans



AUG. 2-4

Southwest Kansas

Our trip to southwest Kansas was full of memorable stops. We were especially excited to be able to visit Leoti, Kansas, one of our *Pathways to a Healthy Kansas* communities. With *Pathways* funding, the community was able to build a new daycare center — a huge need in their community where there is currently only one in-home daycare provider that can serve seven children over the age of two. The new center can accept up to 42 children of all ages.



**AUG. 2-4
WYATT EARP**

SOUTHWEST KANSAS

KEY TOUR STOPS:

- Dodge City Rodeo
- Irsik and Doll in Garden City
- City of Garden City
- Heartland Mill in Marienthal
- Pathways to a Healthy Kansas* community, Leoti
- Little Jerusalem, Kansas' newest state park

BOARDING:

9:15AM

DEPARTURE:

9:30AM



**AUG 2-4
WYATT EARP**

SOUTHWEST KANSAS

BOARDING:

9:15AM

DEPARTURE:

9:30AM




PROJECT MANKATO

Improving the experience for our members

Kansans have trusted BCBSKS for 80 years to make their insurance experience as seamless and worry-free as possible. However, navigating healthcare and insurance can be challenging no matter your age or stage in life. Because of these challenges, we aim to make the customer experience (CX) at BCBSKS extraordinary — giving our members the coverage, resources, peace of mind and quality of life they deserve.

In 2020, we launched Project Mankato to accomplish just that. Project Mankato is our strategic initiative that focuses on the people we work for — our members. During the past two years, we have invested in numerous capabilities to monitor, measure and understand what matters most to our members so that we can improve their experience and exceed their expectations.



During the past two years, we have invested in numerous capabilities to monitor, measure and understand what matters most to our members so that we can improve their experience and exceed their expectations.

What we listened for

One of the most effective ways to understand our members is by simply listening to them. What are their thoughts about health insurance? What is working for them? Where can we improve and make their journey better? In 2022, we set out to uncover exactly what it feels like to be a BCBSKS member and understand the unique journey of our customers.

We spent the summer talking to our members face-to-face during the Our Home, Our Heart tour. The 80th anniversary tour took us to all four corners of the state — from Colby to Atchison and Pittsburgh to Leoti — to hear feedback from our members in more than 20 cities. We also gathered the opinions and experiences of our members through surveys, polls and questionnaires. In addition, we partnered with Forrester, one of the most influential research and advisory firms in the world, to understand how our customer experience stacked up

to others in the insurance industry as well as among leading brands globally. We spent thousands of hours in 2022 collecting the voice of our consumer.

During these conversations, we were listening for key three categories: function, emotion and accessibility. The function of BCBSKS includes our website, technology, payment options, claims processing, coverage of services and prescriptions and more. We wanted to understand what was working and what wasn't for our members. The second category we were listening for was emotion. When have we made our members happy, frustrated, excited? And then, how can we help improve or continue those emotions? Lastly, we listened for accessibility. How accessible is our provider network? How affordable are the services? Did members get the care they needed when they needed it? All these questions were vital to improve our customer experience and make improvements for the betterment of our members.

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“By truly listening and understanding our customers, we can create positive experiences that build trust, comfort and a better life for our members.”

Mike Gerrish

Vice President, Chief Marketing and Experience Officer



What We Learned

After talking to members throughout the state, we discovered that BCBSKS is there for them when they need us most. We are their preferred health insurance provider, and we have risen to the occasion during their most difficult times. We have helped and saved many of our members during financial struggles and have offered guidance and support during their most challenging health issues. We discovered that all of the community work we provide is improving their towns and cities when no other solutions were available. Most importantly, we learned that we are showing up for our members and our communities in the most valuable and helpful ways possible.

During our conversations, we also learned that our members have far more pain points in common than we originally thought. Although each member’s journey was uniquely their

own, we unearthed many similarities. So much so that we created a universal journey for our members.

Many members feel that health insurance is frustrating, confusing and costly. They don’t always trust insurance companies and have concerns they are being taken advantage of. Some don’t understand their coverage and the value that it provides. Focusing on all these common issues for our members became a top priority to improve their experience with BCBSKS. We set out to better articulate the value of what members get from their insurance, build trust in our organization and dispel any coverage or cost misconceptions.

What We Changed

One of our first goals was to fix the function of our products and services. Inevitably, once members have a better experience with our organization, the positive emotions



from that experience soon follow. We started with improving our technology and accessibility by creating and releasing the Blue Access mobile app. The app lets members manage their health plan from anywhere, including viewing plan details, finding doctors, accessing a digital insurance card, checking account information and more. Updates to the app will continue to be made to improve the experience for members. To date, more than 23,400 members have already downloaded the app on their Apple or Android devices.

In 2023, we are planning to create a group decision maker roadmap similar to what we created for members this past year. We will work with Forrester, a global leader in market research, to understand how group decision makers think about insurance and how they make decisions for their workforce. This will allow us to have a clear understanding of both our members throughout Kansas as well

as those who make the decision to choose BCBSKS for their businesses and employees. All these insights will allow us to better enhance the customer experience and improve the lives of our members.

“Project Mankato has been a three-year initiative dedicated to making our customer experience exceptional,” said Mike Gerrish, vice president, marketing and customer experience, chief marketing and experience officer at BCBSKS. “During that time, we’ve hired staff to create an entire CX team, measured our success and ensured that our customer experience philosophy is integrated in every aspect of the organization. By truly listening and understanding our customers, we can create positive experiences that build trust, comfort and a better life for our members.”



Another award-winning year for customer service

Best in North America: Service Quality Management (SQM) 2022 Call Center of the Year



Meeting the needs of our members and providers each day requires everything from excellent customer service to low wait times to friendly, local Kansas representatives. At BCBSKS, our customer service team is focused on first call resolution (FCR) and providing clarity on often complex issues with clear next steps. They achieve this through extensive training and a commitment to going above and beyond to provide exceptional customer service.

Based on a customer satisfaction survey of our members, our own employee satisfaction and competing with more than 500 other companies across North America in various industries, we were recently honored at SQM's 2022 Contact Center Industry Customer Experience Awards of Excellence as the Call Center of the Year. This is the second year in a row that the team has won this highly competitive award.

"We feel so proud to be recognized by SQM as Call Center of the Year for a second year and are grateful to our members for sharing their positive experiences," said Laurie Stratton, director of customer service at BCBSKS. "We are often helping our members during stressful moments and that means we are not only focused on resolving an issue, but also being empathetic and really listening to what our members have to say."

SQM's FCR Customer Experience awards are considered the most prestigious and sought-after in the North American contact center industry and recognize organizations that have demonstrated excellence for Customer Experience (CX), Employee Experience (EX), and FCR Best Practices. On an annual basis, SQM conducts over 500 FCR studies with leading North American companies.

"We feel so proud to be recognized by SQM as Call Center of the Year for a second year and are grateful to our members for sharing their positive experiences."

Laurie Stratton

Director of Customer Service



Project Ad Astra improves our employee experience

Employees expectations of work — and its place in their life — has evolved significantly in recent years.

The way people view the office, when and how they work and the benefits they need to succeed are incredibly unique and dramatically different than they were just a few years ago.

As a healthcare organization, our first goal is to take care of the health and well-being of our employees. We aim to design a workplace, a culture and the benefits needed to meet our employees where they're at in all stages of life. Our ambition is to be a trailblazing leader in the employee experience, setting the standard for a modern, flexible and fulfilling workplace.

It is this ambition that led us to launch Project Ad Astra in March 2022. Project Ad Astra is our fifth strategic initiative at BCBSKS solely dedicated to enhancing the employee experience. This initiative defines how we attract top talent, retain valuable employees and grow a workforce that accomplishes our mission and performs at the highest levels.

“Project Ad Astra is a culmination of results from the employee engagement survey, pandemic and our mission to be the best,” said Nicki Flanagan, chief human resources officer. “We’ve had to pivot, flex and trailblaze to adjust and strategize as we face the biggest workplace transformation any of us will ever experience in our careers. We want to be proactive vs. reactive — anticipating what employees will need before they know it.”

There are six key pillars to Project Ad Astra. We started implementing them in 2022 and will continue that work through December 2024. Project Ad Astra serves as a cultural springboard. The results and continuous improvement will be an ongoing part of our everyday work as we strive to be an employer of choice in Kansas and beyond.

1. Career Framework

This pillar is dedicated to designing and implementing a sustainable framework to support a more transparent approach in determining a career trajectory. In 2022, we made significant progress in this area, including creating appropriate pay grades across the company and implementing new compensation practices to ensure we are market relevant and competitive.

2. Competencies

Our competencies pillar identifies behaviors and skills to perform a specific job or role. In 2022, we began to formulate the overall intent and goals of what our competency model for BCBSKS should deliver and how it will be alive in all aspects of our work; performance, development, hiring needs and more. A new system was established with all of our job profiles to be able to set up a sustainable approach to this work going forward.

3. Organizational Effectiveness Series

To accomplish this cultural shift and change at BCBSKS, we needed support from within. That is where the third pillar, organizational effectiveness, comes into play. This pillar aims to provide training to leaders so we can ensure they have the right tools and resources to navigate the future with their teams.



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4. Talent Management

Our talent management pillar will help leaders plan for the current and future talent of their teams, empowering them with more opportunities for intentional development or advancement. This pillar will also assist all employees with well-designed tools and resources to make intentional decisions regarding their own development and sustain success. Much of our work in this pillar will occur in 2023.

5. Life Work Culture

While we understand the importance of career pathing and planning, we also know that this isn't the only factor that impacts our employees' satisfaction. Their life outside of work is just as important — if not more — than their career. This includes prioritizing family, allowing for flexibility, cultivating a culture of positivity and meeting employees where they're at in their life so they can bring their best selves to work. That's why we created the life work culture pillar.

"We purposefully called this pillar life before work, because we want to emphasize the balance between life and work for all employees," said Kaley Anderson, director, HR strategy and initiatives. "This pillar captures the work we must do to build an agile culture for the future that goes beyond career planning and incorporates the environment our employees need to be successful."

Outside of the career framework pillar, this is where we placed the most emphasis in 2022, creating more than a dozen changes including:

- Officially established a hybrid, flexible work environment as a standard working environment
- Increased company contribution for the employee-only tier of coverage from 84% to 90%
- Increased the amount of personal time off and vacation days employees accrued
- Improved the physical spaces in our offices, including installing stand-up desks, collaborative workspaces and inviting common areas



6. Program Foundation

The last pillar is the program foundation, which tracks the progress and success of Project Ad Astra, including engagement, retention and belonging of our employees, as well as attract current and future employees to what we offer at BCBSKS.

As we head into 2023 and look to the future of our workplace, Project Ad Astra is the foundation that will enhance our employee experience today and for the next 80 years.

“Project Ad Astra is the springboard to lead BCBSKS to our goal of being a trusted ally; investing in our employees so that they feel seen, valued and know they belong – all while empowering them to thrive and grow,”
Nicki Flannigan, chief human resources officer.

To read more about our careers, employee experience, culture and more, visit bcbsks.com/careers.



Our work in Wichita

Mobilizing to assist Kansans in need

Last year, storms devastated many residents in Andover and Wichita. Immediately following the storms, BCBSKS went to work to determine what we could do to support our members and employees affected by the storms. Our team was able to quickly offer support through a variety of avenues:

- Customer service opened their phone lines on the weekend to discuss missing ID cards, prescription medication overrides and other health insurance needs following the storms.
- Community relations worked closely with the American Red Cross and United Way of the Plains to offer assistance to area residents without interfering with the work already underway.
- The BCBSKS disaster response team was placed on standby with multiple employees ready to jump into action when notified.
- Team members already in Wichita for the Open Streets ICT event stayed behind for additional days to distribute disaster relief packages to affected residents out of the BCBSKS van. Oftentimes, the team members volunteered to use their own vehicles to deliver the packages directly to people at their homes.

BCBSKS continues to support Kansans in times of need, and the 2022 storms in Andover and Wichita demonstrated the relief we are ready to offer at a moment's notice.

A new Wichita office

In June, we relocated our offices in Wichita to better serve the community of Central Kansas and solidify our presence in the market. The new office, situated just east of 21st and Rock Road and the Bradley Fair Shopping Center, has been fully remodeled to accommodate staff from our sales, institutional and provider relations teams. The move has also allowed us to tap into the Wichita talent pool by hiring new team members in Wichita to work out of this office.

“We’ve been serving Kansans for the past 80 years and have been in Wichita for most of that time. I grew up in South Central Kansas, and the region is very important to me,” said Matt All, BCBSKS president and CEO. “This move to a larger, more prominent space is an important step in our investment in the greater Wichita region. We plan to be a force for good in South Central Kansas for years to come.”

Blue Cross and Blue Shield of Kansas Wichita Open benefitting KU Wichita Pediatrics

In the fall, we announced our sponsorship of the Kansas Korn Ferry Tour event beginning in 2023. The event is now called the Blue Cross and Blue Shield of Kansas Wichita Open Benefitting KU Wichita Pediatrics formerly known as the Wichita Open Benefitting KU Wichita Pediatrics. By sponsoring the event, we are furthering our involvement in the Wichita community by lending our name and volunteer support to the event as well as supporting the tournament’s charitable contributions in the Wichita area.



“We want to make Kansas a better place than it was yesterday. While we do that through our work as a health insurance company, we also do that by partnering with and supporting community events and organizations that aim to make Kansas a better place to live, work and raise a family,” All said. “By partnering with the Wichita Open and KU Wichita Pediatrics, we’re helping improve the health of children in the communities we serve.”



BLUE HEALTH INITIATIVES

Transforming Kansas communities

By building and strengthening communities, Blue Health Initiatives works to make Kansas a healthier place to live, work and play. Three core values help guide this work:

- **Dependability** — By providing community coalitions with tools and resources needed, we are helping communities remove barriers to healthy living.
- **Growth and progress** — Helping to pilot innovative solutions will help address the unique needs of our state.
- **Service** — Through encouraging healthy lifestyles, our goal is to inspire healthy behaviors for life.

Our investment in communities and partnerships through Blue Health Initiatives is improving the health and quality of life of Kansans.

\$3,383,132:
Total grants,
sponsorships
and promotions
in 2022

59: Grants
approved in 2022

19: Schools that received
a Be the Spark grant



Be the Spark 2022 Grant Recipients Announced

Launched in 2017 as part of the Blue Health Initiatives Healthy Lifestyles initiatives, the Be the Spark program kicked off to increase Kansas teens' awareness of the importance of living a healthy lifestyle. In May 2022, 19 elementary, middle and high schools were announced as recipients of the fourth round of Be the Spark grants. The schools are using the funds to create or improve places in their communities where teens can be more physically active.

Schools across the state are responsible for identifying their needs and implementing the grant money in different ways. Each school has a Kansas Association for Youth (KAY) club that helps to implement the grants. At Maize High School, they were able to purchase two ping pong tables for students to use to socialize and incorporate movement into their free periods. Meanwhile, Derby North Middle School put in a butterfly garden to give students and community members an outdoor space to enjoy. Halstead Middle School built a disc golf course for students to use during school hours and community members to use on the afternoons and weekends.

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\$471,562:
Kansas Community
Network Initiative
support



Community partnerships help create healthy communities

Outdoor fitness courts added to three Kansas communities

In partnership with the National Fitness Campaign (NFC), BCBSKS established three BCBSKS Fitness Courts® in Meriden, Garnet and Garden City Community College. The new Fitness Courts® are open-air wellness centers that allow community members to utilize body weight for a full body workout. The Fitness Courts® were created with adults of all abilities and ages in mind. New users can download the free Fitness Court App® for guided workouts that transform the outdoor gym into a personalized, coached experience.

“Oftentimes, smaller communities in Kansas do not have the fitness opportunities or facilities that residents of larger cities have at their disposal,” Virginia Barnes, director of Blue Health Initiatives, said. “By partnering with the National Fitness Campaign to bring communities the new Blue Cross and Blue Shield of Kansas Fitness Courts®, we are meeting a significant need in our state’s more rural communities and positively impacting the health outcomes of Kansans.”





BCBSKS Plants Seeds in Topeka

In partnership with the Leadership Greater Topeka Class of 2022 and the Big Garden, BCBSKS was able to establish three community orchards in Topeka with plans to add five more in 2023. By planting these orchards, BCBSKS is helping to increase access to healthy food for thousands of individuals and families in Topeka.

“Everyone should have access to quality, nutritious food, but unfortunately that’s not the reality for many residents of our city and state,” said Virginia Barnes, director of Blue Health Initiatives.

“These orchards are one way we can do our part to increase access to healthy produce and provide a space where neighbors can come together to create healthier communities.”

Trees will begin blooming in 2023 and will likely bear the first fruit for Topekans to harvest together as a community in 2025.

Improving Health Outcomes for Kansans

BCBSKS is focused on improving health outcomes for all Kansans, which requires courage to try new ideas and take risks. In 2021, Blue Cross Blue Shield Association (BCBSA) announced a national health equity strategy to confront the nation’s crisis in racial health disparities. This multi-year strategy focuses on four conditions that disproportionately affect communities of color, including maternal health, behavioral health, diabetes and cardiovascular conditions.

At BCBSKS, we are working in all areas of this strategic framework to:

- Collect data that measures disparities
- Scale effective programs
- Work with providers to improve outcomes and address unconscious bias
- Lean into partnerships at the community level
- Influence policy decisions at the state and federal levels



Flint Hills Discovery Center - Manhattan

In 2022, the Foundation donated \$55,000 to sponsor the Big League Fun summer exhibit at Flint Hills Discovery Center in Manhattan. The exhibit celebrated the game of baseball while teaching visitors how to make healthy lifestyle choices. The exhibit invited children to engage in activities that promoted science, technology, engineering, physical activity and more.

Healthy Habits for Life

Healthy Habits for Life is one of the major grant-giving programs of the Foundation for schools across Kansas. It is offered to help schools fund physical and mental health initiatives for students in kindergarten through grade 12. Between 2020 and 2022, 310 grants were awarded totaling \$349,691 in funding for healthy initiatives for Kansas students.



Supporting a healthier Kansas

The Blue Cross and Blue Shield of Kansas Foundation (the Foundation) has been promoting the good health of Kansans since 2005 by providing financial support for initiatives that focus on the key health issues impacting the lives of Kansans.

In 2022, 178 organizations were awarded more than \$659,000 from the Foundation. In total, the Foundation has provided over \$9.5 million in funding to initiatives that create a healthier future for all Kansans. In response to the impacts of the pandemic, grants have been awarded to programs or organizations focused on health and wellness, mental and behavioral health and health equity initiatives. This work continued through 2022 with the funding of even more health-related community programs and interactive exhibits.

Health Inside Out - Wichita

Located inside Exploration Place in Wichita, Health Inside Out is a permanent, interactive exhibit that was introduced in 2022 thanks to funding from the Foundation. Visitors enjoy carnival games designed with a health twist and will hopefully leave inspired to form lifelong connections to healthy behaviors. Some of the exhibit features include:

- **Emotional Roller Coaster** – A motion-based simulator exploring mental health themes
- **Health Heroes** – Educational play inside a real EMS helicopter
- **Skeleton Mirror** – An augmented reality look at your own skeleton
- **Operation** – A life-sized version of the classic children's game
- **Nutrition Skee-ball** – Where points are scored for hitting healthy eating targets
- **That's Too Loud** – An interactive scream booth that teaches hearing protection





3,642 total volunteer hours invested into community projects in 2022

Kansans Serving Kansans

Each year Blue Cross and Blue Shield of Kansas employees make significant investments across Kansas through volunteer efforts, employee giving campaigns and local partnerships. The community relations team works to support employees by giving them opportunities to give back across the state.

80 Volunteer Opportunities for 80 Years of Blue Cross and Blue Shield of Kansas

In 2022, BCBSKS celebrated its 80th anniversary by giving back to the community and organizing 80 volunteer opportunities for employees to participate in across the state.

In addition to supporting communities through community service, BCBSKS and its employees supported Kansans by donating to a number of important community initiatives including:

- **\$264,603** donated to 92 health-focused organizations
- **\$264,479.13** donated to United Way by 648 employees
- **\$12,842.07** and **737 pounds** of food donated, the equivalent of 20,000 meals donated to Project Topeka



450 hours volunteered with Junior Achievement

1,678 hours volunteered with Meals on Wheels

50 hours volunteered with Girls Who Code

Corporate governance

Board of directors*



Matthew D. All, Lawrence
Blue Cross and Blue Shield of Kansas



Megan L. Jones, Topeka
Jones Advisory Group



Rick D. Baden, Olathe
Watco Companies, LLC



James A. Klausman, Topeka
Midwest Health, Inc.



Carolyn R. Banning, CPA/PFS, Dodge City
Smoll & Banning CPA's, LLC (Retired)



Jena K. Lysen, SHRM-SCP, SPHR, Wichita
Martin, Pringle, Oliver, Wallace
& Bauer, LLP



Gregory V. Binns, Hutchinson
First National Bank of Hutchinson
(Retired)



Jeff D. Mullen, Wichita
Ritchie Development



James H. Gilbaugh, MD, Wichita
Wichita Urology Group



Jeffrey R. Thompson, Salina
Salina Vortex Corporation



Leonard R. Hernandez, El Dorado
Susan B. Allen Memorial Hospital



Angela N. Wilson, DDS, Lawrence
Southwind Periodontics
& Dental Implants, P.A.



Amanda D. Huelskamp, SHRM-CP, PHR,
Andover
Global Parts, Inc.



Kenneth W. Winter, Dodge City
Lariat Feeders, LLC



Rick C. Jackson, Topeka
Capitol Federal®

*as of December 31, 2022



Photo by Brenda Cox Photography
Osage City, Kansas

Visit us at bcbsks.com



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