



LEADERSHIP VIEW

Proud to Be BlueSM with Ted Haynes, President of Blue Cross and Blue Shield of Oklahoma

As the President of Blue Cross and Blue Shield of Oklahoma

(BCBSOK), I couldn't be more pleased of our successes throughout 2017. Our company introduced great community-minded initiatives and activities that wouldn't have been possible without the hard work and generosity of BCBSOK employees.

Throughout the year, our employees participated in nearly 100 planned volunteer activities and we have sponsored more than 140 community events, many through our company's Blue CorpSM Employee Volunteer Program. I'm proud that each member of our leadership team serves on at least one community board, and that 50 other Oklahoma employees currently serve on boards or committees.

Philanthropy and volunteerism can be found in the core of BCBSOK's culture. Throughout 2017, more than 300 Oklahoma employees volunteered with 155 nonprofit organizations, totaling over 9,500 hours. That's a cash equivalent of nearly \$232,000 funneled into the communities we serve.



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Blue Corps activities this year have included projects in community gardens in Tulsa and Oklahoma City, school supply and book drives for needy students, hygiene pack assembly and donation for Domestic Violence Intervention Services, and plant sales with A New Leaf. Plus, our employees volunteered at countless health-focused fairs and events, assisted with Tribal youth camps, and participated in community parades and fundraising walks.

Our Employee Giving campaign exceeded our goals in both Tulsa and Oklahoma City. Thanks to their generous contributions to the United Way, Oklahoma Caring Foundation and the Blue Bear Employee Relief FundSM, Tulsa raised more than \$292,000, while Oklahoma City's final total was more than \$52,000. It's gratifying to see our employees' commitment to charitable giving. It seems that every year, we set the bar higher when it comes to what we can do to help those in need.

I'm truly Proud to Be Blue, and honored to serve as the president of a company that is so active in helping our community and **in making the health care system work.**

-Ted Haynes

President, Blue Cross and Blue Shield of Oklahoma

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For media inquiries, contact Lauren Cusick, Manager of Public Relations for Blue Cross and Blue Shield of Oklahoma at 918-551-2002 or Lauren_Cusick@bcbsok.com.

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