SAPPHIRE AWARDS

2013 Sapphire Awards and Symposium
Mission

The mission of the Blue Cross and Blue Shield of Florida Foundation is to improve the health and well-being of the people of Florida and their communities.

Focus Areas

The Foundation has an expanding commitment to corporate social responsibility through five focus areas:

Access to Health Care – Improving Access to Health Care (IMPACT) Grants to address health care disparities and increase access to quality, health-related services for the uninsured.

Consumer Health – Embrace a Healthy Florida initiative to address the causes and prevention of childhood obesity.

Quality and Safety of Patient Care – Developing a diverse, well-trained, frontline-care workforce to meet the health care needs of Florida.

Health Care System – Recognize excellence and innovation in community health through the annual Sapphire Awards.

Quality of Life – To improve: human and social services; diversity and community development; education and literacy; arts and culture; and disaster relief and preparedness.
2013 Sapphire Awards and Symposium

Recognizing excellence and innovation in community health

The Peabody Orlando
February 21-22, 2013
Welcome to the 2013 Sapphire Awards and Symposium

For more than a decade, the Blue Cross and Blue Shield of Florida (BCBSF) Foundation has been committed to improving the health and well-being of the people of Florida and their communities through strategic grantmaking to nonprofits in all 67 Florida counties. The Sapphire Awards embodies our desire to recognize excellence and innovation among organizations, programs and individuals that have made a significant, positive impact on health-related outcomes for Florida’s at-risk people and communities.

The Sapphire Awards honor outstanding individuals, programs and nonprofit organizations in community health care, or health care related fields, whose work is distinguished by leadership, innovation and achievements in community health.

The 2013 Sapphire Awards Honorees all entailed thoughtful, creative and innovative leadership. They are committed to using all resources possible to create improvements in the daily lives of the people of Florida who are uninsured and underserved in health care.

Their accomplishments and unselfish dedication to improving health care services and best practices for the people of Florida are laudable.

Please join Florida Blue and Blue Cross and Blue Shield of Florida Foundation in saluting the 2013 Sapphire Award, Honorees!
Schedule

Thursday, February 21, 2013

8:00 a.m.  
Registration and Marketplace Open – Windermere Foyer

8:00 – 9:00 a.m.  
Breakfast – Windermere Ballroom Y

9:00 – 9:30 a.m.  
Welcome – Windermere Ballroom Y
Susan B. Towler  
Vice President, Blue Cross and Blue Shield of Florida Foundation

9:30 – 11:30 a.m.  
Obesity Health Policy and Wellness Panel Presentation – Windermere Ballroom Y

11:30 a.m. – 12:00 p.m.  
Break and Marketplace Time – Windermere Foyer

12:00 – 1:30 p.m.  
Lunch and Keynote – Windermere Ballroom X
Welcome
Susan B. Towler  
Vice President, Blue Cross and Blue Shield of Florida Foundation

Keynote Address: A Funder’s Perspective on Health Care and Health Care Reform

Introduction of Speaker  
Charles S. Joseph  
Senior Vice President, General Counsel and Corporate Secretary, Florida Blue;  
Vice Chair, BCBSF Foundation Board of Directors

Keynote Speaker  
John R. Lumpkin, M.D., M.P.H.  
Senior Vice President and Director, Health Care Group,  
The Robert Wood Johnson Foundation

1:30 – 2:00 p.m.  
Break and Marketplace Time – Windermere Foyer

2:00 – 3:15 p.m.  
Workshops – Session 1 – Celebration Rooms 6, 8-14

3:15 – 3:45 p.m.  
Break and Marketplace Time – Windermere Foyer

3:45 – 5:00 p.m.  
Workshops – Session 2 – Celebration Rooms 6, 8-14

5:00 – 6:30 p.m.  
Networking Reception – Windermere Foyer

6:30 p.m.  
Dinner on your own
Friday, February 22, 2013

7:20 a.m.  Registration and Marketplace Open – Windermere Foyer

7:20 - 8:20 a.m.  Breakfast – Windermere Ballroom Y and Z

8:20 - 8:30 a.m.  Welcome and Presentation – Windermere Ballroom Y and Z
Susan B. Towler
Vice President, Blue Cross and Blue Shield of Florida Foundation

8:30 - 9:30 a.m.  Plenary Session 1: The Changing Health Care Landscape - Windermere Ballroom Y and Z

9:30 - 9:50 a.m.  Break and Marketplace Time – Windermere Foyer

9:50 a.m. – 12:10 p.m.  Plenary Session 2: Funders’ Roundtable – Windermere Ballroom X

12:10 – 12:30 p.m.  Break and Marketplace Time

12:30 - 3:00 p.m.  Sapphire Awards Luncheon and Presentation* – Windermere Ballroom Y and Z
Welcome
Susan B. Towler
Vice President, Blue Cross and Blue Shield of Florida Foundation

Tony Jenkins
Central Florida Market President, Florida Blue

Invocation
Terence R. Gray
Senior Pastor, Saint Mark African Methodist Episcopal Church, Orlando

Message from the Blue Cross and Blue Shield of Florida Foundation Board
Cyrus M. Jollivette
Chair, Blue Cross and Blue Shield of Florida Foundation

Introduction of Speaker
Jason Altmire
Senior Vice President, Public Policy, Government and Community Affairs, Florida Blue

Keynote Address
Patrick J. Geraghty
Chairman and CEO, Florida Blue

Sapphire Awards Presentation
Susan B. Towler
Vice President, Blue Cross and Blue Shield of Florida Foundation

R. Paul Duncan, Ph.D.
Chair, 2013 Sapphire Awards Selection Committee

3:00 p.m.  Closing Remarks and Adjournment
Susan B. Towler
Vice President, Blue Cross and Blue Shield of Florida Foundation

*As a courtesy to the honorees, please remain for the entire program.
Susan B. Towler, A.P.R., vice president, Blue Cross and Blue Shield of Florida Foundation, the philanthropic affiliate of Florida Blue, is also executive director, Community Affairs, Florida Blue, and has responsibility for the company’s community investment programming. She is the 2012-13 chair of Leadership Florida; chairs the Governor’s Commission on Community Service; and is a member of the Women’s Giving Alliance. She is an accredited member of the Public Relations Society of America. Towler currently serves as a member of the boards of Cummer Museum of Arts & Gardens, Florida Chamber, Florida Philanthropic Network, Southeastern Council of Foundations, Jacksonville Community Council, Inc. and the University of Florida Public Relations Advisory Council. Towler holds a Bachelor of Science in Public Relations from the University of Florida.

Charles S. Joseph, Senior Vice President, General Counsel and Corporate Secretary, Florida Blue; Vice Chair, BCBSF Foundation Board of Directors, is accountable for leading the company’s Corporate Affairs Group. He also serves as the senior legal advisor to management and the board of directors. He has served as a member of the Blue Cross and Blue Shield Association Audit Committee and on the boards of various company subsidiaries. Prior to joining Florida Blue in 1994, he was a commercial litigator for Fulbright & Jaworski, LLP in New York City. He currently serves as vice chair of the BCBSF Foundation and as a member of the board of trustees of the River Garden Hebrew Home, an elder care facility in Jacksonville, Fla. He holds a Bachelor of Arts in Economics from Hamilton College and a Juris Doctorate from the University of Virginia School of Law. He is a member of the Bars of the State of New York and the District of Columbia, and is certified as Authorized House Counsel under Chapter 17, Rules Regulating the Florida Bar.

John R. Lumpkin, M.D., M.P.H., senior vice president and director, The Robert Wood Johnson Foundation’s Health Care Group is responsible for the overall planning, budgeting, staffing, management and evaluation of all program and administrative activities. Before joining the Foundation in April 2003, Lumpkin served as director of the Illinois Department of Public Health. Lumpkin has participated directly in the health and health care system, first practicing emergency medicine and teaching medical students and residents at the University of Chicago and Northwestern University. He earned his Medical Doctorate and Biomedical Sciences degrees from Northwestern University Medical School and his Master of Public Health from the University of Illinois School of Public Health. He has served on many committees and boards of directors and is the author of numerous journal articles and book chapters.

Tony Jenkins, Central Florida Market President, Florida Blue, is instrumental in leading the central Florida team in developing a business plan that will be executed in alignment with the strategic goals and objectives of Florida Blue. Prior to joining Florida Blue, he served as director of diversity for CSX Corporation, and spent 18 years with the Walt Disney World Company in various management roles. He is active in community and professional organizations. Currently, he is the board chairman for the United Arts and the Florida Institute for Community Studies. He serves on the boards of The Central Florida Partnership, Orlando Economic Development Commission, Florida Citrus Sports and The Heart of Florida United Way. He holds a Bachelor of Arts in Hospitality Management from Morris Brown College.
Cyrus M. Jollivette, senior vice president, Federal Government Relations, Florida Blue. In this role, he resides in Washington, D.C., and serves as the company’s principal representative with the United States Congress and the Executive Branch agencies. Jollivette also serves as board chair of the Blue Cross and Blue Shield of Florida Foundation.

Prior to joining Florida Blue in 2002, Jollivette had a distinguished career in university administration and public and government relations. More recently, he founded a successful consulting practice representing private sector clients in Washington, D.C. Jollivette has also held a number of senior executive positions at the University of Miami. Throughout his career, he has also been active in numerous community and civic organizations. Jollivette holds a Bachelor of Arts in Business Administration from C.W. Post College, a Master of Business Administration in Management from Long Island University and a Juris Doctorate from the University of Miami School of Law.

Jason Altmire, senior vice president, Public Policy, Government and Community Affairs, Florida Blue, is a key spokesperson for the company’s health care policy efforts and social responsibility programs. He served three terms as a U.S. Congressman and was a key participant in the congressional debate on health care reform.

Before being elected to Congress, he led the Department of Government Relations and Community Health at the University of Pittsburgh Medical Center. Earlier in his career, he helped lead the legislative effort for the Federation of American Hospitals in Washington, D.C. He holds a master’s degree in Health Services Administration from George Washington University and a Bachelor of Science in Political Science from Florida State University.

Patrick J. “Pat” Geraghty, chairman of the board of directors and chief executive officer, Florida Blue, the state’s largest health plan serving more than 7 million people in Florida and providing Medicare payment services to beneficiaries across 15 other states. Throughout his career, Geraghty has been active in community and professional organizations. Prior to joining Florida Blue in 2011, Geraghty was president and CEO of Blue Cross and Blue Shield of Minnesota (BCBSMN) where he also served on the company’s board of trustees and the BCBSMN Foundation board. Geraghty has also served as senior vice president of the service division for Horizon Blue Cross and Blue Shield of New Jersey. His experience also includes senior leadership positions with Prudential Insurance Company, and he has been a senior leader for teams in health care management, marketing and operations. Geraghty holds a Bachelor of Arts from Colgate University and has participated in executive education programs at Harvard University School of Public Health and the Wharton School at the University of Pennsylvania.
2013 Sapphire Awards and Symposium

Sessions
Obesity Health Policy and Wellness
Windermere Y and Z

Moderator

Judith Rodriguez, Ph.D., R.D., F.A.D.A., chairperson of and professor in the Department of Nutrition and Dietetics, Brooks College of Health, University of North Florida, received a Doctor of Philosophy in Anthropology from Rutgers University and Master of Arts and Bachelor of Science in Nutrition from New York University. She also completed a dietetic internship at Beth Israel Hospital in Boston.

Presenters

Debbie I. Chang, M.P.H., vice president, Policy and Prevention, Nemours, is responsible for developing and achieving Nemours’ visionary child health and well-being. She has 25 years of federal and state government and private sector experience in the health field.

Robin Safley, director, Food, Nutrition and Wellness, Florida Department of Agriculture and Consumer Services, previously worked as a consultant with Capital Health Plan; chief of staff, Florida Department of Education; chief of staff to the Florida Senate President; and general counsel to the former Florida Department of Commerce.

Thaddeus Seymour, Jr., Ph.D., president, Lake Nona Institute, whose mission includes innovating and modeling best practices in healthy and sustainable community development, is also senior vice president, Lake Nona, where he leads planning, marketing, sales and business development.

Nathaniel Whitman, director, Child Obesity 180’s “Active Schools Acceleration Project,” a nonprofit initiative dedicated to increasing quality physical activity opportunities for children in our nation’s schools, has served as a strategy and operations executive for firms in the health and wellness, media and technology sectors.
Thursday, February 21

Workshop Session 1: 2:00 – 3:15 p.m.
Workshop Session 2: 3:45 – 5:00 p.m.

**Session A: 60 Tips in 60 Minutes for Grant Writers**
Celebration 11

This fast-paced, interactive session will guarantee that you walk away with 60 tips that can help you keep your nonprofit in the running when it comes to grant funding.

**Presenter**

Emily Furlong, senior program manager, Rollins College Philanthropy and Nonprofit Leadership Center, has nonprofit experience that includes board governance consulting, planning, fundraising, grant writing, volunteer management, and training.

**Session B: Measuring for Effectiveness When Nobody Is Looking**
Celebration 12

The session is premised on answering why evaluation should be used as an important program management tool whether or not it is required by funders. The session focuses on the “why” and “what” of evaluation.

**Lead Presenter**

Fred Seamon, Ph.D., senior partner, MGT of America, Inc., a national management consulting and research firm that specializes in helping to improve the efficiency and effectiveness of public sector agencies and organizations.

**Presenters**

Barbara Morrison Rodriguez, Ph.D., president and chief executive officer, BMR Consulting, LLC, consults primarily with nonprofit organizations and foundations in the Southeastern United States.

Terry J. Rhodes, D.Min., director, Research Evaluation and Systems Unit, The Ounce of Prevention Fund of Florida, has extensive senior management experience in not-for-profit, faith-based and social service organizations.
Session C: Telling Your Story Using Social Media
Celebration 13

Explore how you can strategically use social media to maximize impact, increase awareness and advance the goals of your organization.

Moderator
Khalilah Liptrot, senior communication consultant, Enterprise Communication, Florida Blue, provides strategic communication solutions regarding the company’s strategic objective of corporate social responsibility.

Presenters
Sharon LaSure-Roy, senior manager, Digital Marketing, Florida Blue, is responsible for developing, managing and implementing a digital strategy that supports Florida Blue’s corporate mission and marketing priorities.

Kate Warnock, social media community manager, Florida Blue, enjoys bringing the brand to life and engaging with the 28,000 people who follow Florida Blue on Twitter, Facebook, a corporate blog and other social sites.

Session D: The Crossroads of Politics and Policy: How to Advocate Without Getting Run Over
Celebration 10

Learn about techniques for effective advocacy and the “rules of the road” for how to work with public officials, their staff members, the media and community supporters in a competitive arena.

Lead Presenter
Jack Levine, founder, 4Generations Institute, an organization that promotes intergenerational policies and programs; and president, Advocacy Resources, a consultancy specializing in communications strategies, public policy initiatives, and creative resource development.

Presenter
Derek Bruce, Shareholder, Gunster Law Firm.
Session E: Health Care Reform in a Post-Election World
Celebration 6

The U.S. Supreme Court has ruled. The voters have placed their ballots. What’s ahead in health care reform? This session provides diverse viewpoints on the implementation of health care reform as it moves forward through a severely polarized political climate and concerns regarding the national debt.

Moderator

Carl W. Patten, Jr., J.D., M.P.H., director, Health Care Policy, Florida Blue, oversees alignment of Florida Blue’s public policy positions with its mission and strategy and is responsible for informing key stakeholders about a range of public policy issues. Patten is a graduate of Claremont McKenna College, the University of Chicago Law School and the Harvard School of Public Health and is licensed to practice law in Massachusetts. Carl also serves as an adjunct professor at the University of North Florida Brooks College of Health.

Presenters

Jason Altmire, senior vice president, Public Policy, Government and Community Affairs, Florida Blue, is a key spokesperson for the company’s health care policy efforts and corporate social responsibility programs. He served three terms as a U.S. Congressman and was a key participant in the congressional debate on health care reform.

Travis Coker, director, Special Projects and Governmental Affairs, Florida Association of Community Health Centers (FACHC). The primary mission of FACHC is to improve access to quality health services for the underserved populations in Florida.

Kim Streit, vice president, Health Care Research and Information, Florida Hospital Association (FHA), an advocate on behalf of its hospital and health system members to maintain and improve access to affordable, quality health care for all Florida residents.

Justin Senior, deputy secretary for Medicaid, Florida Agency for Health Care Administration. Prior to joining AHCA, he served as the Agency’s general counsel. He holds a Bachelor of Arts in History from McGill University and a Juris Doctorate with honors from the University of Florida.
Session F: Strategic Planning for Nonprofit Organizations

Celebration 9

Develop new methodologies to integrate your strategic plan into a viable sustainability model for your nonprofit organization. Learn ways to integrate your organization’s strategic plan, marketing plan, and fund development plan to create a sustainable model for a thriving and impactful nonprofit organization.

Lead Presenter

Wilhelmina Tribble, founder and president, LTA, Inc., provides training, consulting and strategic planning services to private, public and not-for-profit sectors since 1986.

Presenter

Christopher A. Noe, director, Social Investment, Nonprofits First, an organization focused on strengthening the administrative and operational capacity of nonprofit organizations in Palm Beach County. He is also director, Sustainability & Social Enterprise Institute.

Session G: Kidz, Creating a Generation of Smarter Consumers

Celebration 8

This session will showcase how more than 20,000 fourth and fifth graders across the country are preventing and reducing childhood obesity and diabetes through a kid-created, kid-led, kid-spread campaign.

Presenters

Dewey Caruthers, national public health and education strategist. Caruthers’ work in obesity prevention and youth health includes crafting Kidz Bite Back, a movement to help kids live healthy lives.

Megan Denk, manager, THE PLAYERS Center for Child Health at Wolfson Children’s Hospital, created to help prevent unnecessary hospitalizations and focused on prevention, health and wellness, access and community education.

Melanie Hall, owner, msh consulting, llc, a consulting firm focused on nonprofit planning, has more than 20 years of expertise in children’s health.
Thursday, February 21

Workshop Session 1: 2:00 – 3:15 p.m.
Workshop Session 2: 3:45 – 5:00 p.m.

**Session H: A Health Care Toolkit Designed for Use by Communities and Individuals**

**Celebration 14**

This workshop will provide you with the information and tools necessary to understand health care and health care reform. You will get a holistic/simplified understanding of the topic, from the terminology of health insurance to finding options to support the individuals and communities that you serve.

**Presenter**

Raj Vavilala, senior director, Relationship and Database Marketing, Florida Blue, is responsible for leading the company’s direct marketing efforts to acquire, retain and engage people in their pursuit of health.

---

5:00 – 6:30 p.m. Networking Reception, Windermere Foyer

6:30 p.m. Dinner on your own
**Plenary Session 1: The Changing Health Care Landscape**

**Windermere Ballroom Y and Z**

What does health care reform mean for consumers, particularly the uninsured, and the various groups and organizations that serve them? What can these organizations do to prepare themselves and their clients for what is to come? This plenary will address issues related to implementing the Affordable Care Act.

**Moderator**

*Katherine Swartz, Ph.D.*, professor, Health Policy and Economics, Department of Health Policy and Management, School of Public Health, Harvard University. Her current research interests focus on implementation issues related to the Patient Protection and Affordable Care Act (PPACA); aging issues; and reasons for and ways to control episodes of care that involve extremely-high expenditures. Swartz earned a Bachelor of Science degree from the Massachusetts Institute of Technology, and Master of Science and Doctor of Philosophy degrees from the University of Wisconsin.

**Panelists**

*Jon Urbanek*, senior vice president, Sales and Marketing, Employer Markets, Florida Blue, is responsible for the top-line revenue of the enterprise, the marketing process, the acquisition and retention of all commercial business and all agent distribution channels.

*Nicole Lamoureux Busby*, chief executive officer, National Association of Free and Charitable Clinics (NAFC), provides research, education and resources to promote, strengthen and advocate for member organizations and the communities they serve.

*Catherine Hess*, managing director, Coverage and Access, National Academy for State Health Policy, works to develop and implement programs and projects focused on state policies and practices related to insurance coverage, access to care and health care reform. She holds a Bachelor of Arts from the University of Rochester and a Master of Social Work from Boston University.

*Justin Senior*, deputy secretary for Medicaid, Florida Agency for Health Care Administration. Prior to joining AHCA, he served as the Agency’s general counsel. He holds a Bachelor of Arts in History from McGill University and a Juris Doctorate with honors from the University of Florida.
Plenary Session 2: Funders’ Roundtable

Windermere Ballroom X

Executives from national and regional funders will focus on providing participants insight into understanding how foundations work and their requirements. They will also share how their organizations prefer to be approached by grant seekers and what they recommend to include in proposals.

Moderator

**Velma Monteiro-Tribble**, director, Grants and Programs, Blue Cross and Blue Shield of Florida Foundation, the philanthropic affiliate of Florida Blue that seeks to improve the health and well-being of the people and communities of Florida. Prior to joining the executive team at the BCBSF Foundation, Monteiro-Tribble most recently served as chief operating officer and assistant treasurer of the Alcoa Foundation. Her experience also includes five years at the W.K. Kellogg Foundation. Her early work ranges from service in the U.S. Peace Corps in the Philippines to serving on the staff under three U.S. Presidents. She earned her Bachelor of Science in English from Stillman College.

Panelists

**Gail Christopher, D.N.**, vice president, Program Strategy, W.K. Kellogg Foundation, is a nationally recognized leader in health policy, with expertise in the issues related to social determinants of health, health inequities and public policy issues of concern to our nation’s future.

**Tori Kaplan**, assistant vice president, Corporate Responsibility, CSX Corporation, one of the nation’s leading transportation companies, providing rail, intermodal and rail-to-truck transload services.

**Mara Frazier**, Manager, Community Affairs, Darden Restaurants, The Darden Foundation.

**Javier Alberto Soto**, president and chief executive officer, The Miami Foundation, a nonprofit that has helped hundreds of individuals, families and corporations deepen the impact they make with philanthropy.

Panelists continued on next page
Plenary Session 2: Funders’ Roundtable – Continued

**Connie E. W. Smith**, senior vice president and community affairs manager, Wells Fargo, Florida, manages philanthropy, community investments and volunteerism.

**Steven E. Marcus, Ed. D.**, president and chief executive officer, Health Foundation of South Florida, a nonprofit grant-making organization dedicated to improving the health of residents in Broward, Miami-Dade and Monroe counties.

**Kerry Rodriguez Diaz**, president and trustee, Quantum Foundation, a private foundation that grants funds to help improve access to care for uninsured and underinsured residents of Palm Beach County.

**Eileen Coogan Boyle**, president and CEO, Allegany Franciscan Ministries, a nonprofit Catholic organization providing grants to organizations in South Florida. In 2012, the organization awarded nearly $6 million in grants.

**David A. Christian**, senior vice president and regional manager, Community Affairs – East Region, Regions Financial Corporation, has a banking career of over 20 years that spans the areas of cash management, real estate banking, communications and marketing.
2013 Sapphire Awards and Symposium

Honorees
Individual

Nancy Sisson Hardt, M.D.
Director, Health Disparities and Service Learning Programs; and Professor of Pathology and Obstetrics and Gynecology, College of Medicine, University of Florida;

Nominator
Rajeeb Das
Research Coordinator, Department of Pediatrics, College of Medicine, University of Florida

Nancy Hardt is known for her dedicated commitment, demonstrated leadership, innovative approaches and proven impact on improving access to primary care health services and positive health outcomes of Florida’s at-risk populations. Her innovative approaches for positively impacting health outcomes in Florida include: data to action -- providing data in a format that is both engaging and focused through hotspot density maps that depict prevalence of adverse health conditions at the census block level; place-based interventions – taking the services to underserved populations; telling the story; and providing hands-on opportunities for students to personally experience serving at-risk populations.

In Alachua County, she is a leader promoting productive community collaborations to provide services to people where they live and work. Hardt has built up community assets, enhanced organizational capacity, supported training programs and fostered system change that has led to lasting policy changes to improve health.

Hardt’s major accomplishments include:
• Starting a mobile clinic that delivers primary care and social services to at-risk neighborhoods
• Crystallizing community action in a previously hidden pocket of poverty and extreme health disparity in Alachua County
• Leading community collaboration in applying for grants to improve children’s health
• Incorporating the concepts of poverty and health disparities into the University of Florida medical school curriculum
• Developing a health disparities minor for University of Florida undergraduates

“Dr. Hardt’s leadership has brought health care to thousands of people that don’t even know her name, and her work with data has empowered us and led SWAG to our advocacy for services in a previously ‘invisible’ island within the greater Gainesville community.”

Dorothy A. Benson
Chair, SW Advocacy Group (SWAG)

• Directing a program to enlist and support minority students into the health professions
• Adding a service learning component to enhance the clinical service experience in safety net community settings
• Founding a student volunteer afterschool program for at-risk children delivering nutrition, physical activity, and science curriculum

She serves on the statewide AIDS Education Advisory team, The Healthy and Safe Schools Coalition, Domestic Violence Fatality Review Team and Pregnancy Associated Mortality Review Team. She was a Robert Wood Johnson Health Policy Fellow serving as a health legislative advisor for U.S. Senator Jeff Bingaman and Speaker of the House Nancy Pelosi. She has served in faculty positions at the universities of Florida, Kentucky, Memphis and Tennessee. Her undergraduate degree is from Sweet Briar College and her Medical Doctorate is from Loyola Stritch School of Medicine.

For more information about the Health Disparities and Service Learning Programs at the University of Florida, visit www.uf.edu.
St. Vincent’s HealthCare Mobile Health Outreach Ministry

Founded in 1991, the Mobile Health Outreach Ministry within St. Vincent’s HealthCare uses four fully-staffed doctors’ offices on wheels to provide free patient services to the inner city working poor and their families, the homeless, migrant farm workers and their families, and disadvantaged children in the rural, agricultural and metropolitan regions within Clay, Duval, Nassau, Putnam and St. Johns counties in northeast Florida. The scope of program services includes: detecting and treating chronic illnesses like asthma, hypertension, diabetes and cardiovascular conditions; patient education; health screenings; case management; connections with other services (Medicaid, Kid Care, etc.); specialty referrals; and outreach services that include food, clothing and medications.

Services Provided
• Adult and pediatric primary care
• Health education
• Health screenings
• Case management
• Diabetes Master Clinician Program
• Specialty referrals
• Outreach services – food, clothing, medications

Notable Achievements
• Provided over 31,000 free adult and pediatric services for 14,861 patients. Of this, 26 percent were from rural areas, 18 percent were inner-city working poor, and 56 percent were children living in low-income neighborhoods.
• Provided over 8,000 children with a doctor’s care in 24 of Jacksonville’s Full Service Schools.
• Increased by 55 percent the number of children who met school medical requirements through Way to Go Kids – over 3,600 children received health and wellness education; 2,800 students received free school physicals; and over 1,600 immunizations were administered.
• Of the 114 patients participating in the most recent diabetic group visits in Nassau and Duval counties, 48 percent met HbA1C, LDL, and SP requirements, while 11 percent met all American Diabetes Association goals.

“The Mobile Health Outreach Ministry provides that glimpse of hope for that father who relies on good health to feed his family or for that child who never dreamed they would ever get the chance to be a star quarterback or perhaps attend college.”

Mary Alice Phelan
Director, Community Health Benefit, St. Vincent’s HealthCare

• Recognized as a regional, statewide, national and international model for providing services in a wide geographical and demographical diverse area.
• Received approval as a National Health Service Corps Site, a network of more than 9,000 primary health care professionals that provide medical, dental, mental and behavioral health in Health Professional Shortage Areas across the country.
• Forged extensive collaborations with communities, county health departments, schools, youth organizations, churches, community centers, apartment complexes, local businesses and departments within St. Vincent’s HealthCare to insure a continuum of care that includes preventive education, specialty referrals and follow-up care without costly duplication.
• Delivered care via full-time multilingual and multicultural staff.

For more information about this organization, visit www.jaxhealth.com or call (904) 308-7911.
Organization

Community Smiles
Community Smiles is a community-based, fully-accredited, nonprofit dental clinic whose mission is to provide oral health education and improve access to dental care for the uninsured, low-income children and families of Miami-Dade County. Founded in 1946, Community Smiles is one of the largest community-based dental clinics in Florida. In addition to primary and specialty dental care for the uninsured and underserved, the clinic provides: accredited two-year post-doctoral residency program; continuing education programming for dental professionals; and accredited dental assisting certification program.

Services Provided
- Preventive and restorative services
- Specialty dental care
- Patient education
- Community outreach and oral health screenings
- Post-doctoral residency program
- Continuing education for professionals
- Dental assistant certification program

Notable Achievements
- Provided more than $2.2 million in free basic and restorative care to more than 7,400 patients during 2011 through services provided by more than 150 licensed dentists and hygienists, dental assistants and medical interns who donated more than 4,300 volunteer hours (valued at $878,000).
- Secured in-kind contributions valued at $1.3 million in 2011.
- Increased number of patients served from 4,500 in 2008 to over 8,000 in 2012; 600 new patients in 2011.
- Increased the number of completed treatment plans by 52 percent from 2010 to 2011.
- Reduced patient no-show rate from over 30 percent in 2008 to 5.8 percent in 2011, which is on par with successful private practices.
- Improved oral health literacy level of 68 percent of patients in 2012.

“While the focus of Community Smiles is on health-related outcomes and improving the health of these uninsured, underserved children and adults, they have done so through creating an innovative outreach partnership which incorporates parents, teachers, volunteer dental professionals, and program leaders, to overcome barriers and obstacles that have kept similar partnerships from achieving success.”

Mary E. Donworth, Group Vice President, Community Investments, United Way of Miami-Dade

- Increased patient flow and speed of diagnosis with the addition of new clinic-wide computer system, practice management software, electronic records, and digital radiography.
- Provided free patient education and oral health screenings to over 9,000 children and adults annually at a variety of health fairs and community events.
- Recognized by the American Dental Association and Florida Dental Association as an approved provider of Continuing Education for dental professionals, and is recognized by the Florida Academy of General Dentistry as a certified provider of Fellowship and Mastership credits.

For more information about this organization, visit www.community-smiles.com or call (305) 324-5070.
2013 Sapphire Awards Honoree

Organization

Womankind

Womankind, the only nonprofit women’s health care center throughout the Florida Keys, provides accessible and affordable women’s primary, gynecologic and mental health care on a sliding scale and regardless of ethnicity or socioeconomic level. Established in 2001 by two nurse practitioners whose vision for high quality health care for all women gave life to what is now a comprehensive health care agency, Womankind has expanded its services and client base and recently relocated to a new, larger facility.

Through increased accessibility to clinical services, collaboration with other community resources, community outreach and extensive client education, the goals for Womankind are to:

• Educate women and their families within the full scope of health and wellness.
• Assist women to become active participants in their own health care.
• Reduce the incidence and transmission of HIV/AIDS and other sexually transmitted infections.
• Increase early detection and treatment of breast and cervical cancer.
• Reduce the rate of births to teens and improve pregnancy outcomes.

Services Provided

• Primary health care
• Gynecological health
• Mental health
• Teen health
• Breast health

Notable Achievements

• Moved into larger clinic space as a result of leveraged funding and community supporters.
• Provided services to nearly 2,000 women.
• Delivered 658 clinical breast exams, referred for 300 completed mammograms and linked 50 low-income, uninsured women to secondary care providers for breast health diagnostics. Four cases of breast cancer were diagnosed.

“The City of Key West has a ‘One Human Family’ official philosophy and my last visit to Womankind reflected that: there, in the waiting room, sat well-to-do women, middle-aged Hispanic women, Haitians, lesbians, eastern Europeans, a single mother with no income, and a group of teenage girls. The front desk staff member was speaking in Spanish to a mother who’d brought in her daughter for a first annual exam.”

Eileen Kawaler, Donor

• Served 1,718 unique patients during the course of 3,841 medical office visits; provided 774 tests for sexually transmitted infections, 249 HIV tests and 666 PAP tests.
• Served 181 teens over the course of 491 medical office visits; provided 169 tests for sexually transmitted infections and detected five serious cases; provided 152 pregnancy tests; provided comprehensive women’s health education.
• Increased patient encounters from 192 to 273 – a 42 percent increase – following expansion of clinic hours from 31 to 42 clinical hours each week.
• Negotiated discounted rates for their patients with the local hospital and a local radiologist.
• Added complimentary services to attract full-fee clients and increase earned income.

For more information about this organization, visit www.womankindkeywest.com or call (305) 320-0607.
2012 Sapphire Awards Honorees

Individual Category

Winner ($30,000)
Charles S. Mahan, M.D., Dean and Professor Emeritus, University of South Florida, College of Public Health, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies, Tampa

Honorable Mentions ($10,000 each)
Josephine Mercado, Founder and Executive Director, Hispanic Health Initiatives, Inc., Orlando
Richard C. Moss, Administrative Volunteer, Citrus County Family Resource Center

Program Category

Winner ($100,000)
Teen Xpress, Arnold Palmer Hospital for Children, The Howard Phillips Center for Children & Families, Orlando

Honorable Mention ($30,000)
Cared Vision Program, Vision is Priceless Council, Jacksonville

Organization Category

Winner ($100,000)
Primary Care Access Network, Orlando

Honorable Mention
Life Management Center of Northwest Florida, Panama City ($30,000)
PACE Center for Girls, Statewide ($50,000)

2010-2011 Sapphire Awards Honorees

Winner ($120,000)
Susan B. Anthony Recovery Center, Broward County

Award of Distinction ($75,000 each)
Hebni Nutrition Consultants, Inc., Orlando
Tykes & Teen, Martin County

Honorable Mentions ($50,000 each)
DLC Nurse & Learn, Jacksonville
Okaloosa AIDS Support & Informational Services (OASIS), Fort Walton Beach

2009 Sapphire Awards Honorees

Winner ($100,000 each)
Ann Storck Center, Fort Lauderdale
The Education Fund, North Miami

Award of Distinction ($75,000)
Comprehensive AIDS Program of Palm Beach County, Palm Springs

Honorable Mention ($25,000 each)
Capital Medical Society Foundation, We Care Dental Network, Tallahassee
Children’s Volunteer Health Network, Santa Rosa Beach
Hispanic Health Initiatives, Casselberry
Sulzbacher Center for the Homeless, Beaches Community Healthcare, Jacksonville
### 2008 Sapphire Awards Honorees

**Winner ($100,000 each)**
- All 'Bout Children, Inc., Building Wellness, Resilience and School Readiness: A Preschool Preventative Intervention, West Palm Beach
- Memorial Foundation, Inc., Health Intervention with Targeted Services (HITS) Program, Hollywood

**Award of Distinction ($75,000 each)**
- BayCares, Inc., Panama City
- Capital Medical Society Foundation, We Care Network, Tallahassee

**Honorable Mention ($25,000)**
- Charlotte Behavioral Health Care, Healthy Families Charlotte County, Punta Gorda

---

### 2007 Sapphire Awards Honorees

**Winner ($100,000)**
- Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program, Alachua County

**Award of Distinction ($75,000 each)**
- Epilepsy Foundation of Florida, Inc., Miami
- HUG-Me, a program at the Howard Phillips Center for Children & Families, Orlando
- Lakeland Volunteers In Medicine, Lakeland

**Honorable Mention ($25,000)**
- Big Bend Cares, Inc., Tallahassee

---

### 2006 Sapphire Awards Honorees

**Winner ($100,000 each)**
- Alachua County Organization for Rural Needs (ACORN Clinic), Brooker
- Kristi House, Miami
- The Bridge of Northeast Florida, Jacksonville

**Honorable Mention ($25,000)**
- Neighborhood Health Clinic, Naples

---

### 2005 Sapphire Awards Honorees

**Winner ($100,000 each)**
- Camillus Health Concern, Miami
- Crisis Center of Tampa Bay, Tampa
- The Rubin Center for Healthy Aging at Senior Friendship Centers, Sarasota

**Honorable Mention ($15,000 each)**
- BayCares, Inc., Panama City
- Broward Children's Center, Inc., Pompano Beach
- The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida, Tampa

**Finalist ($5,000 each)**
- Epilepsy Foundation of South Florida, Miami
- Neighborhood Health Clinic, Naples
- WE CARE, Jacksonville
2013 Sapphire Awards Review Team

Henrie M. Treadwell, Ph.D., M.S., research professor, Department of Community Health and Preventive Medicine, and director, Community Voices, Morehouse School of Medicine; Atlanta, Ga.

Lori A. Bilello, Ph.D., M.B.A., M.H.S., associate director, Center for Health Equity and Quality Research, University of Florida College of Medicine; Jacksonville, Fla.

2013 Sapphire Awards Selection Committee

R. Paul Duncan, Ph.D., Committee Chair 2012; chairman, Department of Health Services Research, Management and Policy, University of Florida; Gainesville, Fla.

Curtis Holloman, M.A., deputy director, Health Research and Educational Trust, Robert Wood Johnson Foundation; Princeton, N.J.

M. Jane Icely, vice president, Healthy Aging Services, Senior Friendship Centers; Sarasota, Fla.

Alina Perez-Stable, M.S.W., director, Academic Support Services, Department of Humanities, Health and Society, Florida International University; Miami, Fla.

Margaret D. Larkins-Pettigrew, M.D., M.Ed., M.P.P.M., F.A.C.O.G., assistant professor and director, Global Health, Department of Obstetrics and Gynecology and Reproductive Biology, Macdonald Women’s Hospital, Case Western University School of Medicine; Cleveland, Ohio

Penny Ralston, Ph.D., professor, dean emeritus and director, Center on Better Health and Life for Underserved Populations, Florida State University; Tallahassee, Fla.

2013 Sapphire Awards and Symposium Consultants

Blue Cross and Blue Shield of Florida Foundation

Foundation Staff

Susan B. Towler, Vice President, BCBSF Foundation; and Executive Director, Community Affairs

Rene Bridges, Administrative Assistant

Karla Ebio, Business Analyst

Jay Farley, Executive Assistant

Sharon Hackney, Senior Program Manager

Sarah Hande, Sponsorship and Events Specialist

Lisa Mathews, Foundation Accountant

Velma Monteiro-Tribble, Director, Grants and Programs

Barbara Riggan, Foundation Coordinator

Jared Skok, Senior Program Manager

Susan Wildes, Senior Program Manager

Others Involved with the Sapphire Awards and Symposium

Heidi Curtis, Consultant

Jennifer Sharp, Consultant

Kathleen Zwart, Meeting and Events Manager, Florida Blue

Florida Blue Volunteers for the Sapphire Awards and Symposium

Cathryn DeCecco, market affairs specialist, Florida Blue

Tanya Easterling, senior manager, Market Development, Florida Blue

Kim Farquharson, executive assistant, Florida Blue

Sadie Sewnauth, executive assistant, Florida Blue

A special thanks to all of the Florida Blue, Blue Cross and Blue Shield of Florida Foundation and other volunteers.

Board of Directors
(as of January 1, 2013)

Cyrus M. Jollivette, Chair
Charles S. Joseph, Vice Chair
Mark S. McGowan, Secretary
Michael Cascone, Jr.
Gary M. Healy
V. Sheffield Kenyon
Joyce A. Kramzer
Robert I. Lufrano, M.D.
Maria E. Moutinho, M.D.
Penny S. Shaffer
Darnell Smith
Deidre M. MacCarthy, Assistant Secretary to the Foundation Board

Foundation Staff

Susan B. Towler, Vice President, BCBSF Foundation; and Executive Director, Community Affairs

Rene Bridges, Administrative Assistant

Karla Ebio, Business Analyst

Jay Farley, Executive Assistant

Sharon Hackney, Senior Program Manager

Sarah Hande, Sponsorship and Events Specialist

Lisa Mathews, Foundation Accountant

Velma Monteiro-Tribble, Director, Grants and Programs

Barbara Riggan, Foundation Coordinator

Jared Skok, Senior Program Manager

Susan Wildes, Senior Program Manager

Others Involved with the Sapphire Awards and Symposium

Heidi Curtis, Consultant

Jennifer Sharp, Consultant

Kathleen Zwart, Meeting and Events Manager, Florida Blue

Florida Blue Volunteers for the Sapphire Awards and Symposium

Cathryn DeCecco, market affairs specialist, Florida Blue

Tanya Easterling, senior manager, Market Development, Florida Blue

Kim Farquharson, executive assistant, Florida Blue

Sadie Sewnauth, executive assistant, Florida Blue

A special thanks to all of the Florida Blue, Blue Cross and Blue Shield of Florida Foundation and other volunteers.
2013 Sapphire Awards and Symposium Exhibitors

Please visit our exhibitors in the Marketplace throughout the Symposium.

| 180 Change | Johns Hopkins Center for Health Disparities Solutions |
| Blue Cross and Blue Shield of Florida Foundation | Morehouse School of Medicine |
| C.A.T.C.H. – Coordinated Approach to Child Health | No Margin, No Mission |
| ChopChop Magazine | Obesity Action Coalition |
| CommunityHealthIT | Precise Portions |
| Embrace a Healthy Florida – A Childhood Obesity and Wellness Initiative | Rollins College Philanthropy and Nonprofit Leadership Center |
| Florida Blue | RxAssist Plus |
| Florida Blue Social Media | The OrganWise Guys, Inc. |
| Health-Smart Behavior Program to Promote Health, Prevent Disease, and Eliminate Obesity | The SPARK Program |
| HealthTeacher, Inc. | UF Health Disparities Research and Intervention Program |
| Hebni Nutrition Consultants, Inc. | Visalus Sciences and Visalus Community Challenge |

WellFlorida Council

List as of date of printing.
About the Sapphire Awards Trophy

The hand-blown glass sculptures used for the Sapphire Awards Trophy are created by Nathan Nardi, a glass artist and sculptor based in Decatur, Georgia. When originally commissioned in 2005, Nardi was a glassblowing instructor at Jacksonville University.
— Notes —
Sapphire Awards and Symposium
Conference Space
Convention Level

Windermere Ballroom

2/21  Special Session  Y
      Lunch/Keynote  X
2/22  Plenary 1       Y/Z
      Plenary 2       X
      Sapphire Awards Y/Z

Celebration Breakout Rooms

<table>
<thead>
<tr>
<th>2/21</th>
<th>SESSIONS</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A/2A</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>1B/2B</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>1C/2C</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>1D/2D</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>1E/2E</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>1F/2F</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>1G/2G</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>1H/2H</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>
Blue Cross and Blue Shield of Florida Foundation
4800 Deerwood Campus Parkway, DC3-4
Jacksonville, FL 32246
(800)477-3736, ext. 63215
www.bluefoundationfl.com
thebluefoundation@bcbsfl.com

The Blue Cross and Blue Shield of Florida Foundation is an Independent Licensee of the Blue Cross and Blue Shield Association.