

The Blue Cross and Blue Shield of Kansas Foundation



- Completed a three-year, \$300,000 commitment to the KU Child Psychiatry Fellowship. Graduates will serve rural Kansas children with behavioral health needs.
- Celebrated 20 years of building healthier communities through the Foundation.
- Supported the Smithsonian's Americans exhibit in seven Kansas communities through July 2026.
- Helped expand the Kansas Children's Discovery Center with the floor-to-ceiling Sunflower Climber at the new entrance, impacting families statewide.



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Community Relations

- **Nancy Perry Day of Caring (Topeka)** – An annual United Way of Kaw Valley volunteer event that mobilizes employees to support local nonprofits with hands-on projects. In 2025, BCBSKS was Topeka's top participating company: 160 employees filled 166 volunteer spots and donated 584 hours, helping multiple organizations complete critical tasks that strengthen our community.
- **Meals on Wheels** – Three routes were added in Lawrence (delivering Thursdays and Fridays) and a new monthly route in Hutchinson. About 80 employees volunteer on routes each month.
- **Domestic violence partnerships** – Lead sponsor of the YWCA Week Without Violence (Topeka) and funder of the dining room remodel at the YWCA Domestic Violence Shelter – creating a safe, welcoming space for survivors. We also supported awareness events in Lawrence and other communities through partnerships with KCSDV and local organizations.
- **Boys & Girls Club** – Partnerships with trauma-informed training and volunteer programs were expanded – reaching six organizations and 25 club sites across Kansas. Multiple clubs completed repeat trauma-informed cycles, including Hutchinson and South-Central Kansas.

Government and Community Relations

2025 Annual Report



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Since 1942, Blue Cross and Blue Shield of Kansas (BCBSKS) has remained committed to improving the quality of life for Kansans. As health continues to evolve beyond clinical care, we recognize the growing influence of social, economic and environmental factors on individual well being. The Government and Community Relations Division leads this work by serving as the connection to policymakers, government officials, regulators and community partners. Our team oversees corporate citizenship efforts – from charitable giving to strategic partnerships and community initiatives – that strengthen health outcomes across the state.

Over the past year, we expanded our team and deepened our expertise to better meet the needs of our members and communities. As a not-for-profit health insurer, our focus is solely on public benefit, enabling us to stay centered on what matters most: Kansans. The progress we've achieved reflects the dedication of partners who share our vision for a healthier Kansas. Thank you for your continued collaboration as we move forward together.



Government Relations

- Partnered with the University of Kansas Medical Center, Blue Cross and Blue Shield of Kansas City and the Kansas Department of Insurance to pass an important bill in response to a 2024 Kansas Supreme Court ruling that upended 30 years of settled insurance law. The fix restored protections for public employers and church health plans, preventing waste of taxpayer dollars and congregation donations.
- Protected affordable coverage by opposing costly mandates and supporting consumer protections.
- Worked with the Kansas Hospital Association and stakeholders to make it easier for health care professionals to move to Kansas and start seeing patients.
- Launched a newsletter to educate state lawmakers on complex insurance topics.
- Monitored federal changes, including the One Big Beautiful Bill Act, to ensure timely compliance.

Blue Health Initiatives (BHI)

- **Health equity leadership** – First health insurance company in the nation to earn URAC Health Equity Accreditation (2025–2028).
- **Major investment** – \$700,000 over five years to Wichita State Biomedical Campus nursing scholarships.
- **Pathways to a Healthy Kansas** – The current grant cycle (2025-2026) engaged 19 health coalitions to work on 95 community projects. Over \$1.3 million in grants were awarded in 2025.
- **Community health and wellness** – Gifted \$2 million to the Hutchinson YMCA to expand access to health and wellness programs in rural and urban communities.
- **Fitness courts (2025)** – Opened three outdoor courts in Garden City, Smith County and Iola.
- **Baby Talk sponsorship** – Free classes that help expecting parents prepare for healthy pregnancies and confident parenting. In 2025, BCBSKS sponsored the University of Kansas School of Medicine – Wichita’s Baby Talk prenatal education program, enabling 150 families statewide to attend sessions on prenatal care, infant safety and postpartum wellness.
- **Be the Spark** – Grants empowered student leaders at 21 schools to design and carry out wellness-focused projects that inspire their peers to be more physically active and support their mental well-being.

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