



MX+CX Yearbook

2022 was a record breaking year!



Table of Contents

| | |
|----|---|
| | Letter from Michael Gerrish |
| | New Colors |
| 01 | Brand Creative |
| 02 | Corporate Communications |
| 03 | Customer Experience |
| 04 | Insights & Strategy |
| 05 | Multicultural Marketing |
| 06 | Product Marketing - Large Group |
| 07 | Product Marketing - Small Group |
| 08 | Product Marketing - Medicare |
| 09 | Product Marketing - Medicare Advantage |
| 10 | Product Marketing - Individual Under 65 |
| 11 | Sponsorships |



Our
home
Our
heart



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Kansas

The new Manhattan office features a purple-themed Our home. Our heart. wall.

Letter from Michael Gerrish

Thank you for an amazing journey in 2022!

This year we hit the road - from Tour de Taco to touring the state, we connected with Kansans in new ways and broke new ground with innovative marketing and experience programs.

The evolution of this division from a mostly support function to a strategic driver of providing value to our members and employees has been my proudest deliverable of 2022. Individually and as a team, we flexed our strengths to deliver best in class award-winning work. We pushed each other to innovate, expand and experiment - forcing us to grow and learn. When I look back at the end of 2021 we delivered a gold record. In comparison, when I think about 2022 it can't be anything less than going platinum!



Please share this yearbook with your friends and family and take pride in the work that you and your team have done and the impact you've had on our members. What we have been able to do in such a short period of time is not only remarkable it is also really meaningful. We get to make life easier for hundreds of thousands of people. Specifically, we help people understand their benefits, how to use them, and how to pay for the care they or a loved one needs. We get to create experiences that make people smile. This is powerful, and we are just getting started.

Our journey continues in 2023 and we've already lined up more hit singles. Thank you all for being drivers and passengers on our journey. I'm glad you are all here to push us further and excited to see what adventures are next.

Michael Gerrish

*2022 took us on many
journeys and adventures
and here are some of
our favorites!*

Prairie

Pantone: 368 C
RGB: 120, 190, 32
CMYK: 37, 0, 83, 25
HEX: 78be20

Buffalo

Pantone: 7575 C
RGB: 131, 93, 50
CMYK: 0, 29, 62, 49
HEX: 835d32

Bellow

Pantone: 7441 C
RGB: 159, 92, 192
CMYK: 17, 17, 0, 25
HEX: 9f5cc0

**New colors
we added
to our style
guide in 2022.**

Fiesta

Pantone: Warm Red C RGB:
239, 62, 46
CMYK: 0, 91, 91, 0
HEX: ef3e2e

Brand Creative

In 2022, Blue Cross and Blue Shield of Kansas (BCBSKS) set out to travel the state, connecting with members and community partners, and gathering stories and images about Kansas. Inspired by the company's 80th birthday, BCBSKS used the tour to engage with Kansans and prepare for the future of better health.

We learned about community-building partnerships between businesses, non-profits and Kansans who are improving the health of their hometowns. We met with business leaders and learned more about not-for-profit organizations, to which BCBSKS

volunteers spent time giving back. This trip also helped us better understand opportunities to connect to Spanish-speaking businesses and members. We were able to see how we are helping our neighbors and friends with our community investments and look forward to doing even more in 2023!



Our home. Our heart. T-shirts are a hit with employees!



An anonymous fan leaves us a note on Bessy Blue during the tour.



Bessy Blue clocked 3,329+ miles across the state!



Map of the places we traveled on our tour. Wow, what a trip!



Our home. Our heart. stickers - featuring our custom heart wheat!

BCBSKS wins a gold for the MiResource launch and mental health campaign at the Wichita AMA Marketing Awards!!



Keep an eye out for our marketing featuring real Kansas locations and people!



The brand creative team & corporate communications won big at the ADDYs!



New brand TV spot features real Kansans across the state! Bonus: We ran it through user-testing!

Brand Creative

What a year! We took the MiResource pilot and turned it in to an award-winning mental health campaign. Not only that, but we also helped hundreds of Kansans find the help they need.

Speaking of award winning, we won big at the Topeka Advertising Awards (ADDYs) and can't wait to do it again next year.

New brand spot: The theme is *We Are Kansas!* (next generation of *Kansans working for Kansans*) as a way to break down the stereotypes of big insurance and ensure BCBSKS is seen as approachable, helpful and trustworthy – just like their fellow Kansans. All footage is shot in Kansas of real Kansans!



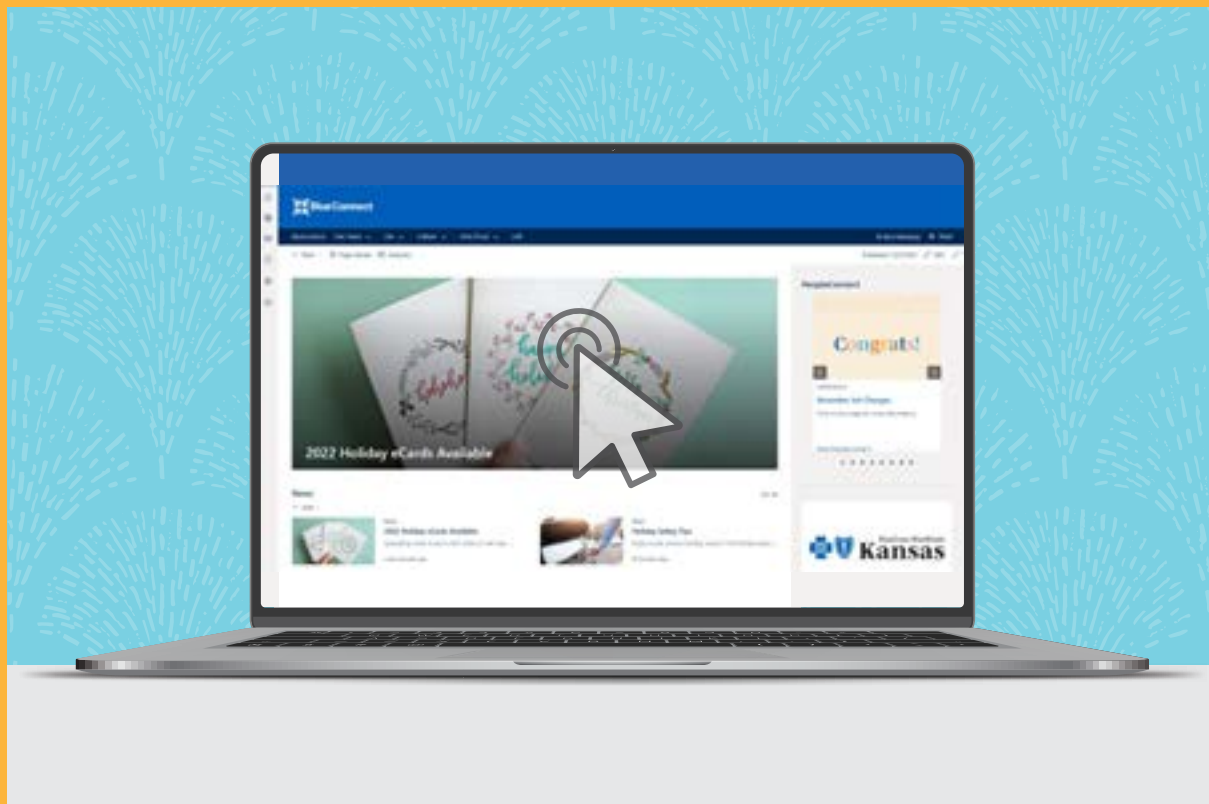
Billboards go seasonal and bilingual!



Corporate Communications

BlueConnect is the hub of communications for Blue Cross and Blue Shield of Kansas and was the largest project the corporate communications team worked on in 2022. BlueConnect was redesigned to act as a virtual hub promoting a collaborative, connected company culture. Our new modernized intranet provides an improved user experience allowing us to better serve our employees and members.

BlueConnect gets an overhaul and simplifies the employee experience.



The events section ensures you don't miss out on fan gear Friday, training, massages and more!

DEC
8

Fidelity One-on-One

Thu, Dec 8, All day

New divisional and team sections allow employees to get creative and show off their personalities.

Happy
Anniversary!

Anniversary, birthday and new employee sections get a face lift!

IT&S

S&O

MX + CX

Each division gets their own icon with the Kansas Way brand design.


Find what's top of mind and trending in the division news section.

Heard
Kori Reis

WFLD
A Blue U Blog: The
Survival of the...

I watched a 60-...
Lori Hollar 3 hours ago

News
Event



Corp Comm wins big this year! MiResource, Blue Cross Blue Shield Association, Hermes Awards for newsletters and the recruitment video!



Project
Ad Astra

Our team helps the company invest in employees, meeting them where they are today.



Danielle Pettit is a YWCA Woman of Excellence nominee and Rebecca Witte is recognized as the IABC Rising Leader of the Year.

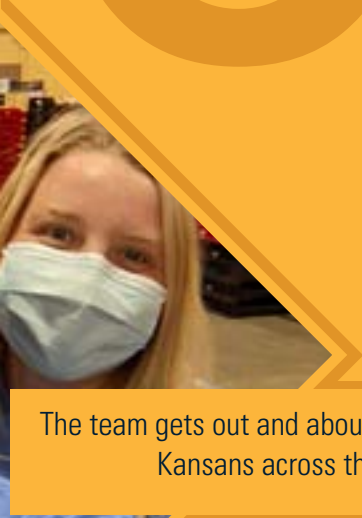
Did you know?

Blue Cross and Blue Shield of Kansas (BCBSKS) is celebrating a big anniversary! 80 years ago, BCBSKS first opened its doors with just three employees and eight members. It has grown into a company that today serves approximately 525,000 Kansans who carry a BCBSKS identification card!

Bailee joins our team and hits the ground running with the launch of TikTok, employee-focused Instagram reels and the Did You Know? brand campaign, resulting in increased social engagement.

02 Corporate Communications

This year was a big year for the corporate communications team. We added new team members, enhanced what we're able to offer the company and were recognized for the hard work we do.



The team gets out and about, helping to serve Kansans across the state.



Customer Experience

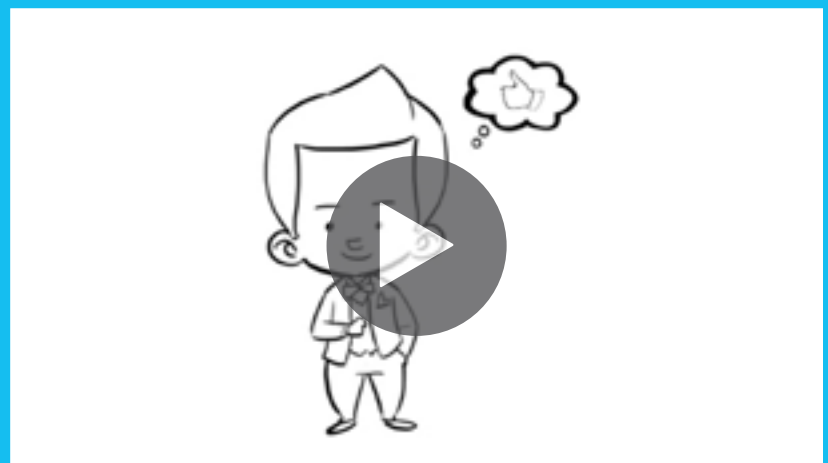
2022 was the year that laid the foundation for our customer experience culture. Every employee was encouraged to consider the people they serve and how they can create awesome experiences for them – whether their customers are inside or outside the company walls. CX principles were integrated into the Blue Essentials session on how the company builds and maintains trust.

Additionally, the CX team launched our first mobile app, Apple Pay, dug in to an interactive Medicare selection tool (Best Fit Plan) and developed the Voice of the Customer Scorecard

that analyzes and measures effectiveness, ease and emotion for concepts and ideas for any organization within the company to utilize. Wow! Now that's a productive year!



Amy, the new BlueAccess® mobile app is here! The app is designed to help you to quickly access your ID card, find an in-network doctor, and more while on the go. With convenient access to your health plan information and more while on the go. With convenient access to your health plan information and more while on the go.



Our email templates get a fresh new look.



We launched an interactive Medicare plan selection tool that helps members choose the plan that's right for them based on member's customized preferences and previous claim data.



Based on consumer feedback, we launched our first mobile app!

Best Fit Plan

An interactive Medicare plan selection tool that helps members choose the plan that's right for them based on member's customized preferences and previous claim data.



Employee round tables were launched inviting input on customer experience projects from employees.



Apple Pay simplifies the experience – that's what customer experience is all about!

04

Insights & Strategy

This year, we've had the opportunity to grow our team from two to five. This growth is allowing us to combine our talents to deliver even more value to our customers. Caroline brings forward our market research – the customer surveys and sentiments that help us keep a pulse on what our customers want from us. Taylor brings in the competitive landscape – how we compare with other payers in the state, married with the voice of the customer data, to help us understand where we need to focus our attention. Leota delivers our performance analytics – how the decisions we make and the tactics we deploy, based on our market research and competitive intel, perform in the market and help us understand if we are moving the needle.

Competitive Intelligence Repository

Over the last year, our team has worked hard to curate a competitive intelligence repository for the company. This repository includes data and reports developed by our staff and by our external partners. We will continue to communicate this information through all of our usual channels, but a repository allows our existing stakeholders to quickly find the information they are seeking and allows new employees to get up to speed on key market and competitive components of our business quickly.

OCR of Enrollment and Cancellations

Our team is always focused on business process improvement – how we can work more efficiently and reduce the manual work to free up time for the intellectual work. This year, we partnered with IT to streamline how completed member enrollment and cancellation surveys received via mail are delivered for data input. Previously, once a month, we received a stack of mailed survey responses for our lines of business. Our work with IT has enabled these mailed responses to be scanned as soon as they are received and stored electronically for consumption. Phase two of this project will enable machine reading of the surveys so that we can remove the final manual step of keying the response data.

Leota Ulsaker, Performance Data Analysis – To help us understand our customer, acquire and retain membership, and simplify and improve experience, Leota is focused on consulting with Marketing and Customer Experience division staff to identify, extract and cleanse data to provide actionable insights on marketing, experience and division operations initiatives so that leaders can make data-driven decisions on strategy.



Caroline Jones, Market Research – Caroline is responsible for conducting primary research and working with our enterprise on finding/ supporting new areas for primary research.



Taylor Smith, Competitive Intelligence – Taylor is responsible for conducting competitive research and works with our enterprise on finding/ supporting new areas for competitive research.

Multicultural

Multicultural marketing is important because it recognizes the differences in your audience and makes them feel welcome. With multicultural marketing, brands can appeal to different groups of people directly and influence them to engage in the brand.

Did you know? The Latino market is the fastest growing segment in Kansas, giving us an opportunity to engage and educate about healthcare options and build brand loyalty.



Development of the "All Things Latino in Kansas" consumer booklet gives us the insights we need to build our first multi-cultural marketing strategy.

¡Gol! Goal! We ran English and Spanish spots on key channels to build brand loyalty.



We were the first Blue Plan to ask for a Black History Month version of our logo. Word spread quickly across other Blue Plans who wanted to use it too!



These bilingual cards simplify healthcare topics and are fun to look at!



We partnered with a trusted influencer in the Spanish-speaking community. Leveraging her podcast, social network and more, we are reaching a new group of Kansans.

Large Group

This year was full of firsts! Between product launches and helping groups adapt to the modern workforce, we ensured BCBSKS was there to be an employer resource for Kansas businesses.

Here are some of the initiatives, just to name a few!


- Launched five pharmacy programs to help curb rising prescription costs
- Launched a mobile app
- Created an employer resource blog featuring 12 articles in year one

- Hosted a thought-leadership discussion about Modern Workforce for groups and prospects with over 150 attendees
- Launched a new Association Health Plan – Chamber Blue
- Implemented our first digital campaign to group decision makers of groups with 10-50 employees





In 2022, the B2B team introduced a *For Employers* category section on the blog.




150 individuals attended the live webinar to find out how the modern workforce is rapidly changing.



BlueAccess mobile app



Our first digital campaign for this segment drives leads to get a quote.

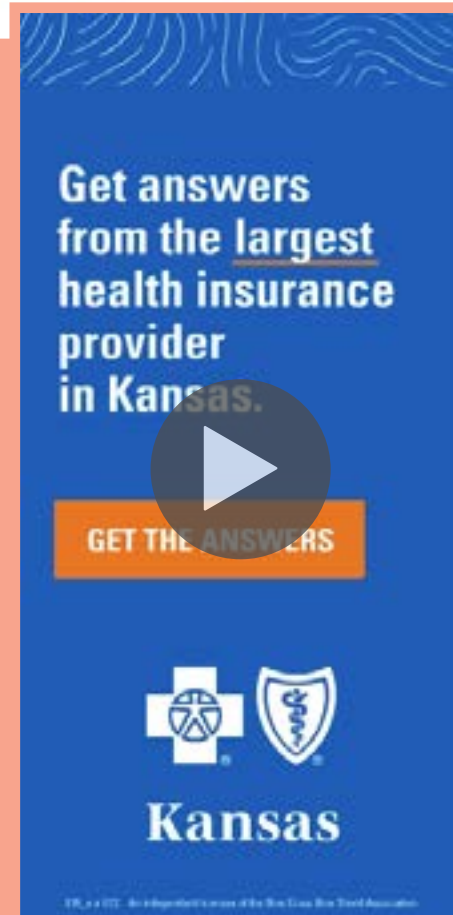
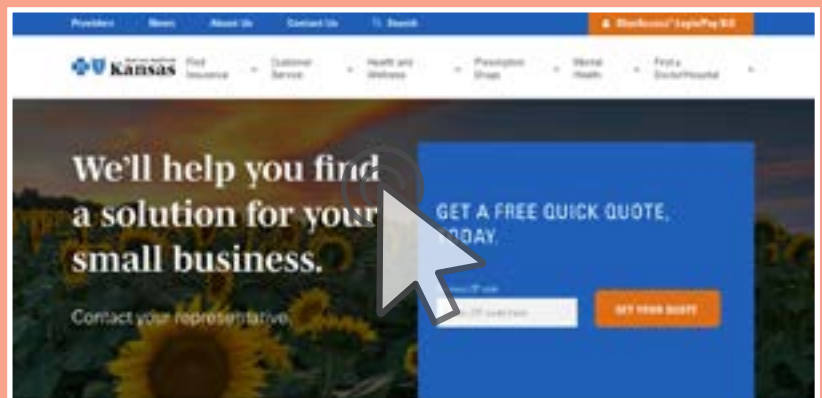


Amazon Home Delivery, MedsYourWay® Retail, HighTouchRx™ Outreach Program, FlexAccess™ Specialty Copay Solution and Integrated Rx will help curb the rising cost of prescriptions.

27 Small Group

Business owners have a lot of questions about health insurance, and we are here to help. This year we focused on addressing pain points and utilizing our experts to help them find the right solution.

Did you know? Latino-owned small businesses are growing quickly in Kansas. This year we introduced our first Spanish TV spot during Small Business Week, allowing us to resonate with Latino consumers and build brand loyalty.



Carousel ads and direct mail help answer health insurance questions for small business owners.

Is my small business eligible for a health insurance tax credit?



How many employees do I need to qualify for small group health insurance?



If I offer health insurance, who am I required to offer it to?



How much must an employer contribute to the premium?

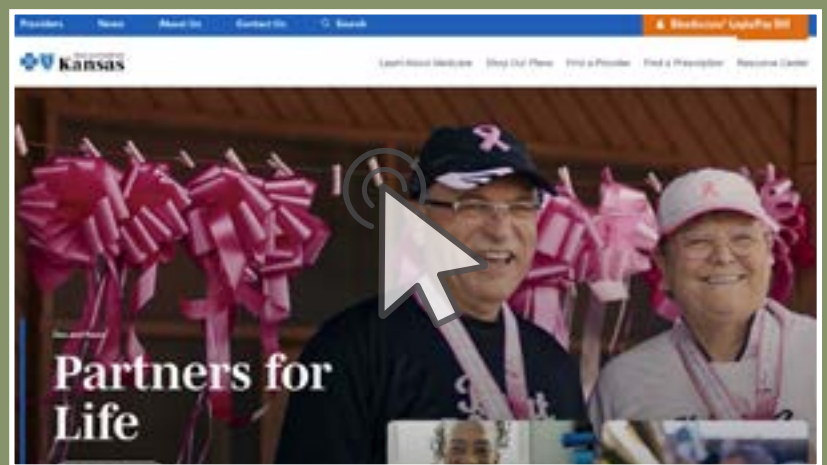


Health insurance vs. a pay raise: What's the better choice?



Medicare

This year we launched our **Medicare Resource Center (MRC)** – an educational hub unlike the national brands, government agencies or any other Medicare company. We've created a Blue experience that addresses the confusion, anxiety and frustrations of the Medicare-aged population in Kansas. We're offering a Blue journey that builds trust, transparency and authenticity in our brand and creating Blue partnerships that brings Kansans to us first, where we provide exactly what they need for each individual lifestyle.



View more Partners for Life videos and connection stories on the MRC!



Ray and Lynette tell their Partners for Life story.



Michelle educating viewers on
Granny Basketball League rules.



Al and Sue reminiscing.



Our very own Dan and Paula share their
Partners for Life story.



Granny Basketball group shot.



Medicare Advantage

This year we held the Medicare Advantage (MA) Benefit Showcase for MA members. Members learned about their benefits and had an opportunity to meet with a local Medicare Advisor. Our benefit partners were also there to answer questions including EyeMed, TruHearing and Prime Therapeutics. Additionally, Annual Enrollment Period (AEP) included a direct mail and email campaign that focused on

Wichita, Eastern Kansas and Medicare Supplement counties. New this year was a three-tiered email campaign for both MA and Medicare Supplement.



We continued to use billboards as a strategy to drive awareness. Each board focused on our three calls to action to drive enrollment for Medicare Advantage.



Direct mail highlights what's most important to Kansans.



Highly targeted digital and social ads help drive traffic.

Our new MA spot features benefits and highlights face-to-face support.



\$0 Premiums
ksma.com/Medicare



Our AEP urgency spot is our highest performing spot year over year.



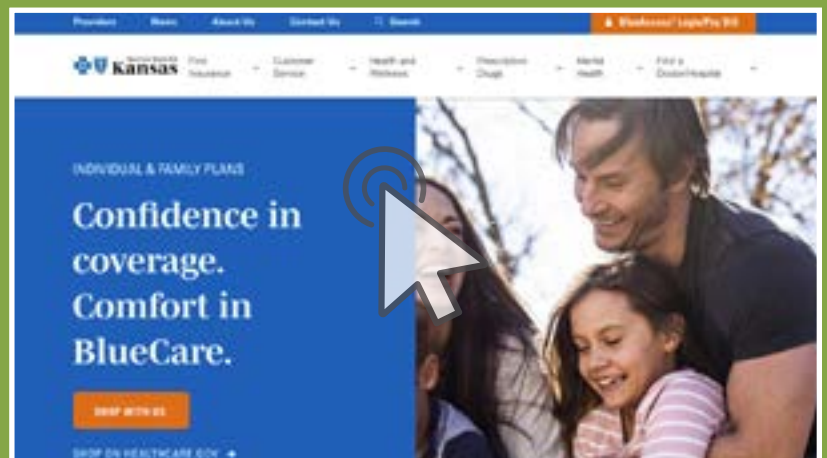
Unique landing pages ensure a seamless customer experience.

10 Individuals Under 65

Focused on the importance of celebrating life's moments, we promoted plans for Kansans and the benefits of being covered by BlueCare. *Live Your Life* reinforced that we are here for Kansans when needed most. We also included secondary messaging to highlight the importance of reviewing financial assistance opportunities when shopping for healthcare.

An omni-channel marketing strategy showcased both Special Enrollment Period (SEP) and Open Enrollment Period (OEP) messaging. We updated our existing Individual and Family Plans webpage

and launched a dedicated Spanish version of the site. New this year, we partnered with our current brand campaign to include English and Spanish digital and television advertising to encourage enrollment during OEP.



Our digital ads focus on meeting Kansans where they are in life.

Live life your way.

With peace-of-mind that your insurance plan will cover your everyday routine.

The new brand spot was customized for Open Enrollment with a focus on local makes a difference.



Individual/Family plan landing page gets a refresh. Also available in Spanish!



We are Kansas.

The new brand spot was customized for Open Enrollment, featuring real Kansans!



Our website walks Kansans through the process, step-by-step.

Sponsorships

In one year's time we increased MX+CX sponsorship touchpoints by 260%, activating over 100 employee volunteers statewide. Here's how we did it:

We brought all collegiate sponsor relationships in-house and almost doubled our return on investment. These include KSU, KU, WSU and Washburn University. Our new valuation tool helps us strategically align to maximize our partnerships.

We partnered with diversity, equity and inclusion (DEI) and multicultural marketing to activate our first Fiesta Mexicana sponsorship, showing up in a new community, in a new way.

We were major sponsors of the Wichita Open and presenting sponsors of Boo at the Zoo, two highly visible, local events that reinforce *We Are Kansas*.

We supported the Our Home. Our Heart. campaign with unexpected disaster relief support.



Bessy Blue showed up in a big way when a tornado hit the Andover area.



Boo at the Zoo is a roaring good time!



Our second year as sponsors of the Wichita Open was a hit. Look for us next year when we step up as the title sponsor to benefit KU Wichita Pediatrics.



Our debut at the Fiesta Mexicana in Topeka.



We leveled up our collegiate branded t-shirts with the Our Home. Our Heart. logo and university logo. They are flying off the shelf like hot cakes!

Our next adventure awaits us in 2023!



Not pictured: Bailee Carpenter,
Andrew Francis, Caroline Jones,
Vincent Lyons, Stacey Rinnert,
and Taylor Smith



BlueCross BlueShield
Kansas

An independent licensee of the Blue Cross Blue Shield Association.