

Brief Notes

News for
Brokers and Consultants

June 28, 2016

Applies to: All markets

Horizon BCBSNJ Invests Locally To Create A Healthier New Jersey

Over \$5 million devoted to community health initiatives while Horizon BCBSNJ employees volunteered nearly 5,500 hours to charitable causes

Employees of Horizon Blue Cross Blue Shield of New Jersey volunteered 5,449 hours and The Horizon Foundation for New Jersey made 128 grants totaling \$5.2 million to community projects in 2015. Significant contributions included a \$600,000 grant to the Boys and Girls Clubs of New Jersey in Clifton to support the Breathe Easier with Asthma Management (BEAM) initiative; a \$300,000 grant to Isles in Trenton to support its Healthy Homes Training to Reduce Asthma program; and a \$30,000 grant to the UrbanPromise Ministries in Camden to support its Eat Well, Move Well, Be Well program.

Horizon BCBSNJ is dedicated to investing time and resources toward helping communities live healthier, safer and more productive lives. This commitment was further illustrated in 2015 by a \$30,000 grant to the Salvation Army (New Jersey Division) in Camden to support an outdoor community spaces project at the Kroc Center that will expand a raised-bed garden, and build a picnic grove and outdoor space for special events.

“Horizon BCBSNJ is committed to and focused on improving the health of New Jersey residents. We know that caring about the wellness of our friends and neighbors is more than a job, it’s our responsibility as a corporate citizen of this state,” said Robert A. Marino, Horizon BCBSNJ Chairman & CEO and Horizon Foundation Chairman. “We are proud to support nonprofit and community-based organizations that make New Jersey a better place to live.”

The Blue Cross and Blue Shield Association (BCBSA), Horizon BCBSNJ’s trade group, released its eighth annual Investing in America’s Health (IAH) report. The report highlights the 36 Blue Cross and Blue Shield (BCBS) companies’ commitment to improving the health of all Americans, an effort that contributed to a national total of nearly 400,000 volunteer hours and nearly \$350 million in community project funding across all BCBS companies and their foundations. Employees of BCBS companies also donated nearly \$10 million to community health initiatives in 2015.

(Continues)



Horizon Blue Cross Blue Shield of New Jersey

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“The commitment of BCBS companies and their employees to improving the health and wellness of the people they serve cannot be understated,” said Scott P. Serota, President and CEO for BCBSA. “As America’s health care leaders, BCBS companies take great pride in building on our 87-year legacy as true health care pioneers and trusted partners to the communities we serve.”

[Learn more](#) about how BCBS companies are improving the health and wellness of members and their communities.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.