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Contact: Katharine Nordahl
(617) 246-3509
Katharine.Nordahl@bcbsmafoundation.org

**BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION
LAUDED FOR ITS WORK TO SPARK HEALTH CARE REFORM
DEBATE IN MASSACHUSETTS**

Roadmap to Coverage recognized with the Council on Foundations’
Paul Ylvisaker Award for Public Policy Engagement

BOSTON, MA--March 29, 2007 – The Council on Foundations, which believes that philanthropy is a powerful tool for creating and sustaining societal benefit, bestowed its most prestigious award for public policy to the Blue Cross Blue Shield of Massachusetts Foundation for its *Roadmap to Coverage* project.

What began as a Foundation-sponsored project to restart and shape the public debate in Massachusetts, the *Roadmap to Coverage* has kindled a national discussion about universal coverage. Since the passage of the Commonwealth’s health care reform law last spring, momentum is spreading through many State Houses and in the U.S. Capitol as leaders tackle this long-standing, vexing public policy issue. Even U.S. presidential campaigns are issuing plans to solve this problem, once thought to be too intractable on which to find common ground.

“This award recognizes not only the importance of the work of the Foundation through its efforts to support a dialogue on health reform, but is also a reflection of what the entire Massachusetts health care community has achieved through passage of the Massachusetts health reform law,” said Nancy Turnbull, President of the Foundation.

“The *Roadmap to Coverage* played a critical role in the successful passage of Massachusetts’ new health reform law. Through this initiative we aimed to create both credible and objective information about the options for covering the uninsured and to provide a forum to bring parties together to tackle this critical issue,” said Andrew Dreyfus, Executive Vice President for Health Care Services at Blue Cross Blue Shield of Massachusetts and immediate past president of the Foundation.

“The Blue Cross Blue Shield of Massachusetts Foundation’s commitment and vision in addressing the importance of health care reform is extremely laudable,” said Steve Gunderson, president and CEO of the Council on Foundations. “Their innovative approach, which draws from community support and building human capacity, is a source of inspiration to others in the field and is well deserving of this year’s Paul Ylvisaker Award.”

“In addition to recognizing the critical accomplishments of the Blue Cross Blue Shield of Massachusetts Foundation, this award also draws attention to the creative work being done by health philanthropy as a field in the important areas of access and coverage” commented Lauren LeRoy, President and CEO of Grantmakers In Health, a nonprofit organization dedicated to helping foundations and corporate giving programs improve the health of all people.

The *Roadmap to Coverage* was a Blue Cross Blue Shield of Massachusetts Foundation initiative designed to provide comprehensive research on the uninsured and options for expanding coverage to the uninsured in Massachusetts. (www.roadmaptocoverage.org)

The research and policy analysis was conducted by The Urban Institute a Washington D.C.-based non-profit, nonpartisan policy research organization established to examine the social, economic, and governance problems facing the nation. Major funding was provided by Blue Cross Blue Shield of Massachusetts, with additional support provided by Partners HealthCare.

The Council on Foundations is the largest association of foundations, and has more than 2,000 members worldwide. The Ylvisaker award is given to a foundation that has demonstrated excellence in affecting public policy by using creative and effective strategies to help "set the agenda for public consideration and debate."

The award was created in honor of Paul Ylvisaker, who worked for decades to improve cities and urban life, as a government official, executive at the Ford Foundation, and teacher and dean of the Harvard Graduate School of Education. Past winners include the Rockefeller Brothers Fund and the Open Society Institute. (For more information about the award, go to: <http://www.cof.org/council/content.cfm?ItemNumber=797&navItemNumber=2188>.)

The Blue Cross Blue Shield of Massachusetts Foundation

Since its inception in 2001, the Blue Cross Blue Shield of Massachusetts Foundation (www.bcbsmafoundation.org) has awarded grants of more than \$20 million to spark innovation and strengthen services for uninsured and low-income individuals and families in Massachusetts. The Foundation is governed by its own 17-member Board of Directors and operates separately from Blue Cross Blue Shield of Massachusetts. The Foundation has an endowment of nearly \$100 million making it one of the largest health philanthropies in New England.