

2015 Annual Report

Message From the President & Chairman

Dear Friends and Community Partners,

We are pleased to share with you our **2015 Impact Report**. This year marked key milestones: the **15th anniversary of the Blue Cross Blue Shield of Massachusetts Foundation** and also the **10th anniversary of health care reform in Massachusetts**.

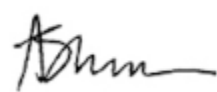
When creating the Foundation in 2001, Blue Cross Blue Shield of Massachusetts wanted to elevate the debate about health care reform and encourage policymakers to focus on the problems of people without health insurance and those experiencing barriers to care. Through our multi-year **Roadmap to Coverage** and other initiatives, we, along with partners like you, helped low-income and uninsured individuals and families gain access to care and improve their health. Now, with near universal coverage, we continue to concentrate on the remaining uninsured and also continue our expanded emphasis on increasing access to behavioral health services as well as efforts to better understand the effect of social and societal factors on health outcomes.

This year's report focuses on how the Foundation is addressing these ongoing challenges through research and policy analysis, strategic grant making, knowledge sharing, and collaboration. In the last year we: invested almost **\$4 million** in the community through grants; created **25 publications** designed to serve as key resources for policy makers and those interested in Massachusetts health care issues; and served as an **impartial convener of thoughtful and actionable public discussion**.

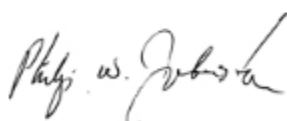
We added two health care leaders to our board of directors: **Thea James, MD**, Vice President of Mission and Associate Chief Medical Officer of Boston Medical Center; and **Manny Lopes**, President and Chief Executive Officer of the East Boston Neighborhood Health Center. And, we presented the inaugural **Nick Littlefield Award for Excellence in Community Health** to the **Grow Clinic at Boston Medical Center**.

We look forward to updating you on our continued efforts on health care access as well as the exciting new work we're doing in behavioral health integration and social equity and health.

Warm Regards,



Audrey Shelto
President



Phil Johnston
Chair

2015 Impact Infographic



2015



IMPACT

Health reform will not be complete until we make high-quality care *affordable* as well as *accessible*. For the past 15 years, we have been working toward meaningful change in the face of dynamic and sometimes challenging policy landscapes. But our ultimate goal is clear: to see *improved access, better health outcomes, and lower costs* for our most vulnerable residents. Here are some recent highlights.

15 years

2014-2016 AREAS OF FOCUS

COVERAGE & CARE

Coverage does not always equal care. We are committed to supporting programs that help low-income consumers obtain, keep, and use their insurance to access high-quality, affordable care. We conduct research and develop strategies to increase coverage for those most in need.



EXPAND ACCESS
TO HEALTH CARE
FOR LOW-INCOME
& VULNERABLE
POPULATIONS

AFFORDABILITY

Although the Commonwealth leads the nation in health insurance coverage, consumers still struggle with the cost of health care. We continue to document that impact to help ensure that our most vulnerable residents can get and afford the care they need.

BEHAVIORAL HEALTH

Access to behavioral health is uneven, and consumers often have difficulty getting the right combination of care when they need it. We are exploring methods for expanding access and eliminating barriers to integrating behavioral and physical health care.



SOCIAL EQUITY

Social, environmental, and behavioral factors account for 60 percent of health outcomes, yet we continue to spend more on medical care than on social services. Through research and grantmaking, we are examining the impact that spending on social services can have on health outcomes.

GRANTMAKING

We organize our funding priorities into defined programs that are closely tied to our mission and areas of focus.

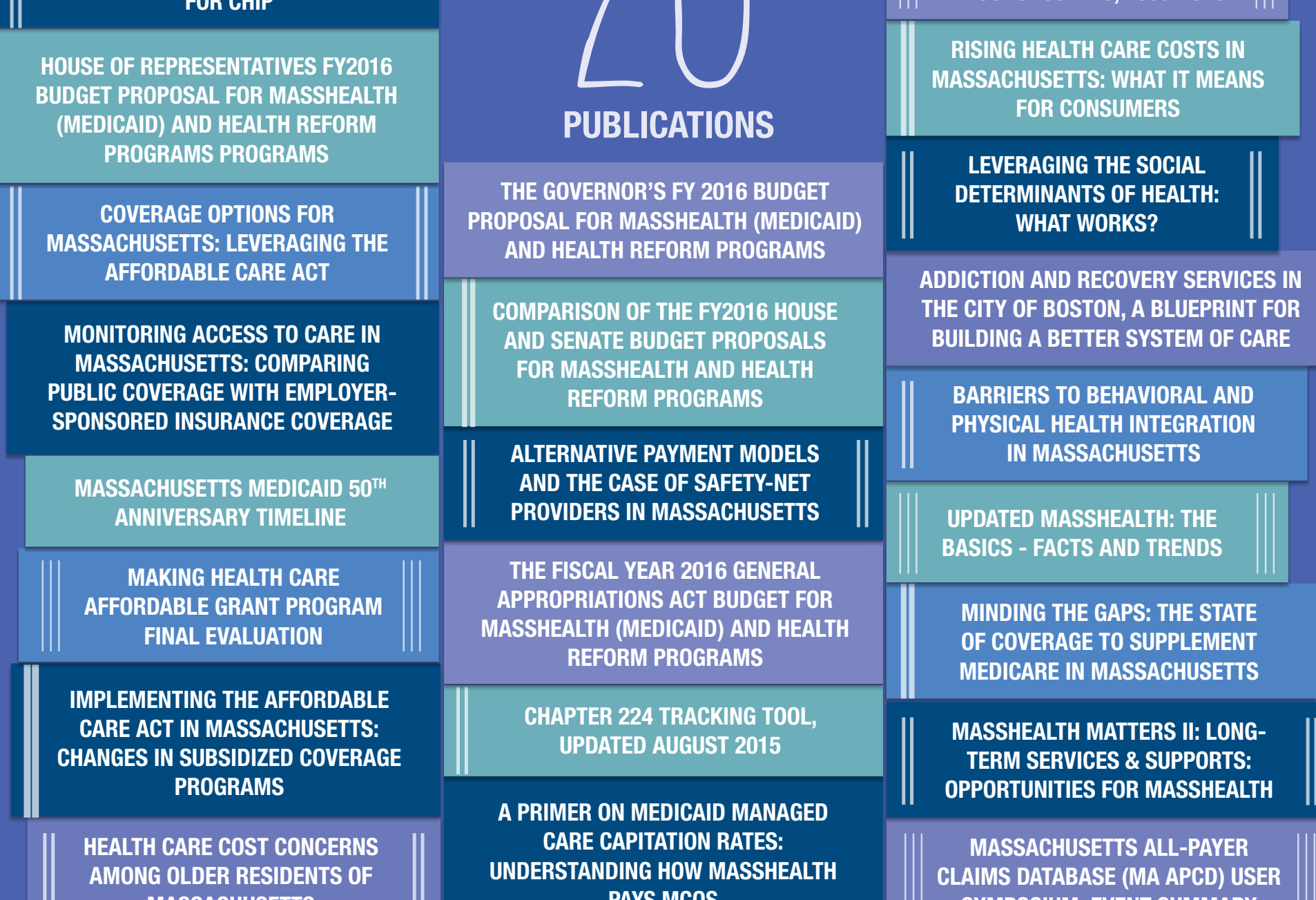


IMPACT

We fund programs and projects that promote sustainable improvements in health care access for low-income and vulnerable people. Through our grantmaking, we also identify trends that inform our policy work and bring to scale best practices and lessons learned. Current funding priorities include integrating behavioral health care and primary care, connecting low-income consumers with coverage and care, strengthening advocacy for health access, and examining the impact that social service spending can have on health outcomes and costs.

POLICY & RESEARCH

The focus of our policy and research projects is the development of effective policy solutions through impartial and timely research and analysis.



IMPACT

Our work centers on access and affordability as well as how barriers to care—whether regulatory, financial, or other—seriously impact people's health outcomes, especially among low-income and vulnerable populations. Working with nationally recognized researchers and academics, we focus on projects that identify effective solutions to local and national health care issues. Our publications are widely regarded as key resources for policy makers and those interested in Massachusetts health care issues.

THOUGHT LEADERSHIP

We bring awareness of important health care issues to people across the Commonwealth through collaborations, convenings, media and publications.



375

MEDIA RESULTS



168,925

WEB PAGE VIEWS



128,248

UNIQUE VIEWS



20,455

DOWNLOADS



5

CONVENINGS



2

WEBINARS



7

LEARNING COMMUNITIES

IMPACT

We are proud of our ongoing role as an impartial convener of thoughtful public discussion. The Foundation team is widely recognized for their expertise in many aspects of health care and is often called upon to serve on committees and task forces around the state. Foundation-sponsored conferences assemble stakeholders from government, advocacy, academia, and the provider community to discuss timely health care issues. Much of our work is covered by local and industry press and we also proactively seek opportunities to make health care policy more accessible through guest columns and presentations.

PROGRAMS

The Foundation runs three programs directly related to our mission of expanding access to health care.

The **Massachusetts Medicaid Policy Institute (MMPI)** is a **FULL-TIME POLICY PROGRAM** of the Foundation, devoted to **BROADENING THE UNDERSTANDING** of the Massachusetts Medicaid program, **MassHealth**.

MMPI **PROMOTES THE DISCUSSION OF EFFECTIVE POLICY SOLUTIONS** through **EDUCATIONAL MATERIALS** and **in-depth policy papers**, and **hosting CONVENINGS & WEBINARS** attracting a **WIDE RANGE OF STAKEHOLDERS**.



18

DAY PROGRAM



19

EMERGING LEADERS

RESULTING IN THE
NEXT GENERATION OF
COMMUNITY HEALTH LEADERS



75

SPEAKERS



12

JOURNALISTS

RESULTING IN 66 NEWS STORIES

IMPACT

How do our programs create change? The Massachusetts Medicaid Policy Institute produces independent, nonpartisan research and analysis about MassHealth, expanding understanding of this important coverage program and broadening the dialogue about ways to improve its effectiveness. The Massachusetts Institute for Community Health Leadership develops and nurtures emerging health care leaders. The Health Coverage Fellowship expands the capacity of the media to cover issues related to health reform and access to care.

2015



IMPACT

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15 years

Blue Cross Blue Shield of Massachusetts Foundation, Inc.
for Expanding Healthcare Access

Statements of Activities and Changes in Net Assets
(Dollars in Thousands)

	Year Ended December 31	
	2015	2014
Revenues and other support:		
Contributions	\$ 410	\$ 318
Contributions in-kind	1,492	1,481
Investment income	1,904	3,192
Net unrealized and realized (losses) gains on investments	(4,648)	1,582
Total net revenues and other support	(842)	6,573
Expenses:		
Grants	3,841	3,473
Professional services	2,332	2,006
Salaries and benefits	1,977	1,863
Conferences, conventions, and meetings	266	281
Occupancy and equipment maintenance	148	170
Federal excise tax (benefit) expense	(55)	97
Other administrative expenses	86	131
Total expenses	8,595	8,021
Deficit of revenues and other support over expenses and change in net assets	(9,437)	(1,448)
Net assets at the beginning of year	109,943	111,391
Net assets at the end of year	\$ 100,506	\$ 109,943

See accompanying notes.