

2008 Economic Impact Study

Improving the quality and affordability of health care while making
Massachusetts a better place to live, work and raise a family



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Blue Cross Blue Shield of Massachusetts is an Independent
Licensee of the Blue Cross and Blue Shield Association

**\$1.6
billion**

In 2008, as we provided quality, affordable health insurance to more than 3 million members, Blue Cross Blue Shield of Massachusetts generated nearly \$1.6 billion in economic benefits, fueling the state's economic vitality as we have for 72 years.

Our economic contribution includes:

- \$682.9 million: Direct impact - Spending for goods and services paid directly to our vendors within the state, and the spending of our staff and visitors.
- \$887.0 million: Indirect impact - Spending generated by companies within Massachusetts that provided support services to us.



**5,856
jobs**

Our dedicated 3,670-person workforce spanned the economic spectrum and we supported another 2,186 jobs statewide.



**\$216.9m
in state
revenue**

We funded critical state programs through direct and indirect taxes of more than \$117.1 million, paid \$79.9 million to the Health Safety Net Trust Fund and \$19.9 million to offset the cost of the state's health care reform efforts.



**\$5.2m
to charities**

More than 470 charities have benefited from our company's charitable giving.

Blue Cross Blue Shield of Massachusetts...

...knows the importance of a healthy community and has demonstrated its commitment to vital causes for generations.

Last year, our company gave more than \$5.2 million to charitable organizations, our employees contributed more than \$7.4 million in donations and volunteer services, and our Foundation awarded \$4.49 million in grants to non-profits focused on expanding access to health care.

Examples of our community involvement in 2008 included:

- Our BlueCrew volunteers helped a local community center host a women's health summit, built a Habitat for Humanity House and mentored high school students from Madison Park in the BlueScholars program.
- Contributions to organizations like Project Bread, Health Care for All, United Way of Massachusetts Bay and Merrimack Valley and The Massachusetts Health Policy Forum.
- Almost half of our senior leaders served non-profits as board members, lending their time and expertise to more than 80 organizations across the state.
- Investments in leadership programs such as University of Massachusetts' Emerging Leaders Program, The Partnership, Inc. and the Greater Boston Chamber of Commerce's Boston's Future Leaders Program.





Cleve Killingsworth
Chief Executive Officer

For 72 years, our mission has been to provide our members with access to high-quality, affordable health care. All of us at Blue Cross Blue Shield of Massachusetts are pleased that the findings of this study clearly demonstrate that fulfilling our mission drives the state's economic health and vitality.



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The 2008 Economic Impact Study of Blue Cross Blue Shield of Massachusetts

Tripp Umbach, the nation's leading provider of economic impact analysis, was secured to complete this report. Tripp Umbach has conducted similar studies for 50 of the nation's top 100 health care organizations and for many of the nation's largest corporations, universities and charitable foundations.