



CALIFORNIA DEPARTMENT OF INSURANCE
2015 INSURER SUPPLIER DIVERSITY SURVEY

Report Type: Individual

Group / NAIC Code:

62825

Group / Company Name: ANTHEM BLUE CROSS LIFE AND HEALTH INSURANCE COMPANY

Our company / group enters into contracts to procure goods or services in California.

1. Does your company / group have a supplier diversity policy statement?

YES

A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses

If yes, provide the supplier diversity policy statement below:

"Supplier diversity is an important part of Anthem's strategy and reflects our commitment to the diversity of our more than 37 million members nationwide. By actively seeking out a diverse pool of suppliers, we create an environment where the best ideas, products, and solutions rise to the top. This leads to more affordable products and services, strengthens our connection to the local communities we serve, and empowers our members to lead healthier lives."
Joseph Swedish President and Chief Executive Officer

-----At Anthem, Inc., we recognize the importance of diversity. We are committed to being a valuable member of the communities in which we live and operate. Diversity in our supplier base is an important part of that commitment. A wide range of suppliers is needed to support our business operations. Through our Supplier Diversity Program, we are dedicated to diversifying our supplier base to include minority-owned, women-owned, veteran-owned, GLBT (Gay, Lesbian, Bi-Sexual, Transgender)-owned and disabled-owned businesses wherever possible. We actively work to include diverse suppliers in every bidding opportunity. In fact, over the past two years, we spent nearly 49 percent more with certified diverse suppliers. Our supplier diversity initiative is one of the building blocks that support Anthem's overall success. We look forward to continued growth in our program.

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

WEBSITE

- If the state is available online, provide link here:

http://www.antheminc.com/CR/Diversity/SupplierDiversity/index.htm

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

If no, please explain why:

2. Does your company / group have a supplier diversity program?

YES

A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.

If yes, provide an overview of the program:

Through our Supplier Diversity Program, we are dedicated to diversifying our supplier base to include minority-owned, women-owned, veteran-owned, GLBT (Gay, Lesbian, Bi-Sexual, Transgender)-owned and disabled-owned businesses wherever possible. We actively work to include diverse suppliers in every bidding opportunity. In fact, over the past two years, we spent nearly 49 percent more with certified diverse suppliers. Our supplier diversity initiative is one of the building blocks that support Anthem's overall success. We look forward to continued growth in our program.

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

If no, please explain why:

3. Does your company / group conduct outreach specifically to diverse businesses? **YES**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

Community Partnerships Through the Anthem Foundation, our associates have the opportunity make a real difference in people's lives by donating their time and resources to several philanthropic organizations that our company supports through grants and donations. In addition, Anthem, Inc. supports and participates in numerous partnerships with organizations that are catalysts for change in the diversity space. These partnerships include: **United Negro College Fund (UNCF) | The Urban League | United States Business Leadership Network (USBLN) and American Association of People with Disabilities (AAPD) – Founding Partner of the Disability Equality Index (DEI) | National Organization on Disability (NOD) - Member of NOD's CEO Council | 100 K Jobs Mission- Coalition member | Hero, Health, Hire- Partner company | Human Rights Campaign (HRC) – 100 Points in Corporate Equality Index and member of the Business Coalition for Workplace Fairness | Hispanic Association on Corporate Responsibility (HACR)**

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

Anthem's procurement policy requires that equal opportunity be afforded to women-owned, minority owned, veteran owned, disabled owned, and gay, lesbian, bi-sexual and trans-gender-owned business enterprises to participate with Anthem as suppliers, contractors and subcontractors of goods and services which are required to support the Company. Anthem's associate and leadership bonuses are tied to achievement of diverse spend goals. Anthem has established Supplier Diversity Commodity Champions to support Anthem's corporate vision and goals for Supplier Diversity and to provide leadership to drive increases in the utilization and development of diverse owned suppliers within a designated commodity area. Tier II diverse spend subcontracting is included in RFP's with Contracts greater than \$500,000. Anthem's Supplier Diversity has created a web training module to educate our associates on the value of Supplier Diversity.

c. Check below all outreach and communication practices in which your company / group engages:

EVENT – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

NMSDC ANNUAL CONFERENCE

MEDIA – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets
- Social media; please specify: _____
- Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

DiversityInc.com

ORGANIZATIONS – membership, affiliation, sponsorship, etc.

- Member of a certification agency
- Member of ethnic chamber of commerce
- Member/affiliate of other organization, please specify:

NMSDC, NAWBO, NGLCC, USBLN, WBENC,

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

USBLN

PROGRAMS – mentorship, training, locator, etc.

- Diverse supplier registration portal
- Manage and run a supplier diversity mentorship program (in-house)
- Participate in a supplier diversity mentorship program
- Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)
- Operate a website dedicated to a Supplier Diversity Program

- Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

Diverse Supplier Mentoring Program

d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

In 2011, Anthem launched our Diverse Supplier Mentoring Program. This program is designed to leverage collaborative partnerships between diverse owned suppliers and Anthem executives, Sourcing, and Supplier Diversity. The Mentoring Program has been a b

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **YES**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **YES**

b. Please explain:

Tier II data tracking is achieved by focusing on Tier I suppliers who have significant spend with Anthem which has resulted in our suppliers generating even more Tier II spend. Tier I suppliers are required to submit Tier II spend data on a quarterly bas

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **YES**

If yes, please explain:

Our Supplier Diversity team actively links what we do to our Corporate Objectives. These efforts contribute to renewal and new business revenue by meeting or exceeding our Commercial & State-Sponsored Business Clients' Supplier Diversity requirements.

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

Supplier Diversity Awards/Recognitions • 2015, 2014, 2013, 2012 DiversityInc Top 10 Companies for Supplier Diversity • 2015 received recognition as one of National Veteran-Owned Business Association's (NaVOBA) Top 25 Military Friendly Supplier Diversity Programs in Vetpreneur Magazine • 2014 Anthem honored with WBEC-GL Excellence in Supplier Diversity Corporate Award-Advanced Level • 2014 Brenda Burke interviewed and featured in DiversityInc Magazine, featuring Anthem's Tier II Program as Best-in-Class • 2014 Brenda Burke featured in Diversity Careers in Engineering and Information Technology (see partial story below) • 2014 Anne Page, Supplier Diversity Manager, served on panel at annual USBLN-DSDP Conference • 2014 Jignesh Thakkar, Supplier Diversity's Business Information Consultant, Sr., represented Anthem at the Gartner Business Intelligence and Analytics Summit • 2014 Anthem Supplier Diversity, LGBT Associate Resource Group partnership recognized by Anthem's Online News • 2014 Terry Turner served as a panelist at the WBEC-GL Central Indiana WBE Forum • 2014, 2013, 2012, 2011 Million \$ Club from U.S. Hispanic Chamber of Commerce • 2014, 2013, 2012, 2011, 2010, 2009 Anthem selected as one of "LATINA Style's Top 50 Companies" • 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006 Indiana and California Minority Supplier Development Councils honored Anthem as a Platinum Sponsor of the Indiana and California Business Opportunity Fairs • 2014 Best of the Best Top Supplier Diversity Programs winner by Hispanic Network Magazine • 2014 Brenda Burke presented Anthem's Supplier Diversity Program before representatives during the Congressional Black Caucus' 44th Annual Legislative Conference also served as a Supplier Diversity panelist at the invitation of a U.S. representative • 2013 Anthem's CEO nominated Anthem to NMSDC's Top Supplier Diversity Program • 2013 Brenda Burke, Staff Vice President Supplier Diversity, was the Keynote luncheon speaker at the USBLN-DSDP Conference • 2013 Staff Vice President Supplier Diversity Brenda Burke was selected to Top 25 Women in Power Impacting Diversity list by Diversity Plus Magazine *(see ad below) • 2013 Anthem's CEO nominated Staff Vice Supplier Diversity President Brenda Burke as NMSDC's Top Supplier Diversity Leader • 2013 Anthem submitted a self-nomination for the coveted Sam H. Jones Award. This award is given by the Mayor of Indianapolis during the annual Mayor's Celebration of Diversity Awards in January, 2014. The award recognized only one company for their exemplary performance in community relations, supplier diversity, leadership development and workforce diversity. Anthem was selected. A story about this award was featured in the Wall Street Journal (see story below) • 2013, 2012 Brenda Burke, Staff Vice President Supplier Diversity, was nominated by Anthem's CEO for the NMSDC's Supplier Diversity Leader of the Year Award • 2013-2007 Corporate Equality Index • 2012-2008 Diversity Leader Award • 2012 Public Service Award from the Center for Leadership Development (Brenda Burke, Staff Vice President of Supplier Diversity) • 2012 Featured in Hispanic Business Magazine for Accelerating Diversity Spend in a Down Economy • 2011 Champion of Diversity by Indiana Minority Business Magazine • 2009 One of ten Champions of Diversity by DiversityBusiness.com • 2006 Indianapolis Choice Award from NAWBO

7. Additional Comments:

N/A

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

PRIMARY CONTACT

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SECONDARY CONTACT

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GENERAL CONTACT

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