

9/11/2023

Louisiana Department of Insurance  
Attn: David Caldwell  
P.O. Box 94214  
Baton Rouge, LA 70804-9214

Reference to: Public Hearing on 10/5/2023 and 10/6/2023 for Blue Cross Blue Shield of Louisiana

Dear Sir,

I have maintained a health insurance policy from Blue Cross for a number of years. Of course, the cost of insurance is of great concern to myself and others. I have enclosed a copy of an email that I received from Blue Cross concerning their sale to Elevance Health. Personally, I am skeptical that the sale of a "not for profit" health insurance company to a "for profit" insurance company is in my best interest.

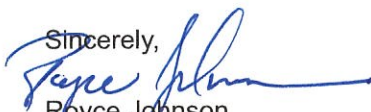
In the past, my parents received health insurance from the state of Louisiana Office of Group Benefits. Group Benefits once operated their own health insurance plan, but it was dissolved under the direction of a prior governor. Here, a not for profit agency was dissolved in favor of a for profit agency. The result for my parents (and others that we talked to) was a net increase in health care costs. There was no recourse for parents or others. They had to bear the increased costs.

If this sale to Elevance Health is successful, I anticipate that my initial health care costs will stay about the same. But after a year or two, I suspect my costs will quickly increase. I will have little recourse at that point but to pay the increased cost or try to find other health insurance. My current policy is one that was grandfathered in accordance with the Affordable Health Care Act. Once my current policy is canceled or changed, I cannot get it back.

Also mentioned in the email from Blue Cross was mention of a new foundation that will be established from the proceeds of the sale. This foundation was to be called the Accelerate Louisiana Initiative. Oxford Languages defines a "golden parachute" as "a large payment or other financial compensation guaranteed to a company executive should the executive be dismissed as a result of a merger or takeover." Should the sale of Blue Cross actually take place, I would like an assurance that no one from Blue Cross' management team, executive officers, board members or any of the aforementioned people's family members will benefit or serve on the board or executive staff of any foundation formed or funded by the proposed sale.

I hope that my concerns are addressed during the upcoming hearing.

Sincerely,



Royce Johnson  
223 S Grand St, Suite 702  
Monroe, LA 71201

**RECEIVED**

**SEP 18 2023**

**Commissioner of Insurance  
Legal Division**

From: Blue Cross and Blue Shield of Louisiana  
BlueCrossBlueShield@getinfo.bcbsla.com  
Subject: Blue Cross and Blue Shield of Louisiana Positioned for  
Future Success  
Date: Jan 23, 2023 at 4:01:35 PM  
To: scottjohnsonemail@yahoo.com

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# MESSAGE FROM THE PRESIDENT & CEO

—— I. Steven Udvarhelyi, MD ——

Dear Valued Member:

For almost a century, Blue Cross and Blue Shield of Louisiana has focused on its mission of improving the health and lives of Louisianians. As we all know, healthcare has changed dramatically during the last 90 years and we have evolved to respond to the changing healthcare landscape so that we can continue to fulfill our mission.

Today, we are taking the next step in our evolution by announcing a bold move to secure the future of Blue Cross and Blue Shield of Louisiana for generations to come by entering into an agreement to be acquired by Elevance Health, subject to customary closing conditions.

As the leading health insurer in the state, we have a deep understanding of the unique needs of our members, our customers, the providers we work with and the communities we serve. Aligning with Elevance Health will allow us to accelerate our mission of improving the health and lives of Louisianians.

Across healthcare, scale has become increasingly important. That is why the

BCBSLA board, members of senior management and I initiated a formal process to identify a partner with the ability to help us secure a strong future for our company, and specifically a partner that could provide leading innovations, products, capabilities and services at a faster pace, and more comprehensively, than we could alone.

I'm sure you have questions about what today's announcement means to you. Let me assure you, we will continue to be the locally based Blue Cross and Blue Shield company Louisianians have trusted for almost 90 years. There is no change to your current benefits, network providers or services, and you should continue to call the customer service number on the back of your membership ID card or access our website at [www.bcbsla.com](http://www.bcbsla.com) as you always have for information about your benefits. In addition, our plan headquarters will remain in Baton Rouge, and regional sales offices will still be located across the state, including the recently announced Medicare Advantage Center of Excellence in Monroe.

While those things will stay the same, there are things changing for the better when we become part of Elevance Health. Blue Cross and Blue Shield of Louisiana members will be able to access a portfolio of solutions and capabilities developed by Elevance Health and its healthcare services organization, Caredon, with more than \$4 billion in investments over the past several years. These investments have improved access to behavioral health, complex and chronic care programs and innovative digital models.

These solutions have demonstrated success nationally in improving members' health and keeping them healthier. We will also bring more effective and efficient solutions such as integrated pharmacy, care navigation, and member advocacy, focused on helping improve member health outcomes. Further, Elevance Health is committed to continued investment in broadening its breadth of services to advance the whole health of its members. All of this means we will be able to better serve you, and to do more to improve your health and give you access to affordable health

do more to improve your health and give you access to affordable health care.

Finally, I'm very pleased to let you know that the proceeds from the transaction will fund a multi-billion dollar foundation that will focus only on the unique and complex needs of Louisianians. The *Accelerate Louisiana Initiative* foundation's mission - like ours - will be to improve the health and lives of the people of Louisiana. The foundation will focus on strengthening communities by addressing health inequities and broader community needs in Louisiana, which continues to lag the nation in many important health metrics.

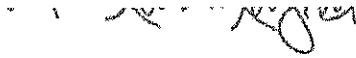
We believe the transaction with Elevance Health will not only allow us to continue to meet our mission and serve our policyholders, our members and all of our stakeholders, but will also have a material positive impact on the health of Louisiana through the Accelerate Louisiana Initiative.

Today's announcement simply signals the intent of two organizations coming together. The acquisition requires customary regulatory approvals, and approvals by the Blue Cross Blue Shield Association before it can close. While we do not know when the transaction will close, it is important to note that from the standpoint of our business and customers, **it will be business as usual**. We will continue to serve you as we always have. Additional information on the transaction can be found at [www.bcbsla.com/facts](http://www.bcbsla.com/facts).

Thank you for the trust you put in Blue Cross and Blue Shield of Louisiana for your health insurance needs. We look forward to continuing to serve you as we bring new and exciting products and services to Louisiana.

Sincerely,

A handwritten signature in black ink, appearing to read "Stuart A. Hays". The signature is written in a cursive style with some capital letters.



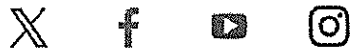
I. Steven Udvarhelyi, MD  
President and CEO  
Blue Cross and Blue Shield of Louisiana

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5525 Reitz Ave., Baton Rouge, LA 70809

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This email was sent to scottjohnsonemail@yahoo.com. If you no longer wish to receive these emails you may unsubscribe at any time.

ROYCE JOHNSON  
2201 LIBERTY ST  
MONROE, LA 71201

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### NOTICE OF PUBLIC HEARING

Louisiana Health Service & Indemnity Company d/b/a Blue Cross and Blue Shield of Louisiana hereby gives notice pursuant to La. R.S. 22:236.4(C) that the Commissioner of Insurance for the State of Louisiana will conduct a public hearing on October 5 and October 6, 2023, at 10:00 a.m. in the Poydras Hearing Room, Poydras Building, 1702 North Third Street, Baton Rouge, Louisiana. The public hearing is being held for the purpose of hearing evidence to determine if the Plan of Reorganization submitted by Louisiana Health Service & Indemnity Company d/b/a Blue Cross and Blue Shield of Louisiana: (1) properly protects the interests of the policyholders as such and as members; (2) serves the best interests of policyholders and members; and (3) is fair and equitable to policyholders and members as required by La. R.S. 22:236.4(A).

If you are interested in participating in the public hearing, you have the option to make comments or provide evidence. You can do this by submitting your comments or evidence in writing to David Caldwell, Louisiana Department of Insurance, P.O. Box 94214, Baton Rouge, LA 70804-9214, by 4:30 p.m. prevailing Central time, September 18, 2023, or appearing at the public hearing to provide comments or evidence. If you submit your comments or evidence in writing, such comments or evidence received by September 18, 2023, will be posted on the Louisiana Department of Insurance website at <https://www.ldi.la.gov/public-hearing-and-rulemaking-notices>. The provided link directs to the public hearing notices page of the Louisiana Department of Insurance website. This page contains announcements and information regarding upcoming public hearings conducted by the Louisiana Department of Insurance. Users can access documents, notices, and other relevant information related to these proceedings. It is recommended to visit the website directly for the most up-to-date information from the Louisiana Department of Insurance on this public hearing.