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August 1, 2023
Mr. David Caldwell
La. Dept of Insurance
Post Office Box 94214
Baton Rouge, Louisiana

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Commissioner of Insurance
Legal Division

Dear Mr. Caldwell

How many times have I sent you a written endorsement of a merger or asked for your support of a large corporate transaction? In my five decades in the insurance industry, I can count on one hand and still have some fingers left over, the number of times I have publicly endorsed a corporate business transaction. That said, I'm asking for your SUPPORT and approval of the proposed acquisition of Blue Cross & Blue Shield of Louisiana(BCBSLA) by Elevance Health. It's the right thing for our state; it's the right thing to do.

Louisiana ranks as one of the worst states in the country on most health and health quality rankings. This, sadly, isn't new. It's been this way for years. Our state and the men and women that live here deserve better. Access to quality healthcare and quality health insurance benefits is a key factor. Our ability to move the needle on our collective health status is vital....you have the power to help move this needle.

As you know, I have decades of experience working with BCBSLA and because of that I know what they bring to the table. And, I also know that partnering with a company like Elevance will only amplify their ability to make a positive impact on their members and to our region as a whole.

Change and evolution are two constants in the health insurance industry. Technology and scientific advancements on the provider and treatment side are innovating at a more rapid pace than ever before. Elevance Health has already invested more than \$4billion over the past several years on the behavioral health, complex and chronic care programs and innovative virtual care solutions. These solutions have demonstrated success nationally in improving

members' health and keeping healthcare affordable. They have focused on a variety of needs, including specific conditions our citizens suffer from everyday, like diabetes, cancer, heart conditions, personalized chronic care management programs, access to high-quality home health, post-acute care, palliative care and more.

A company like Elevance is exactly what BCBSLA needs. The coming together of TWO great companies whose missions are aligned, will only accelerate their ability to make a positive impact on the people and communities they serve.

One organization working alone can't solve the healthcare issues in Louisiana. That is why I'm very excited about the *The Accelerate Louisiana Initiative*. With more than \$3billion in assets, this is an unprecedented opportunity for our state. I'm not aware of any other state that has a foundation of this size solely focused on strengthening communities, by addressing health inequities and broader community needs. It can be a game changer and is a fitting legacy for BCBSLA.

Lastly, I think Elevance Health's historic model of maintaining local leadership and decision making authority in their existing Blue markets will be a win-win for Louisiana. Our very long standing relationships with the teams at BCBSLA will remain intact, and will only be made stronger by the resources and expertise of Elevance.

I've been in the benefits industry my entire 54 year career. As I mentioned I don't give endorsements casually. If I'm willing to put my name behind something, I know it's the right thing to do. This IS the right thing to do. Louisianan's will benefit from this transaction, and I recommend APPROVAL from the Department of Insurance, without any hesitation.

Sincerely,



Wayne C. Landwerlin

CC: Jim Donelon
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