

Doing Business With BlueCross BlueShield of Tennessee

Webinar Sponsored by:
TN Department of Economic & Community Development
and the U.S. Small Business Administration
October 20, 2009



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association. This document has been classified as public information.

Doing Business with BlueCross BlueShield of TN



Doing Business with BlueCross BlueShield of TN



Doing Business with BlueCross BlueShield of TN



Doing Business with BlueCross – WBE Facts

- ✓ By 2050 demographers project US population will be approximately 50% people of color, shouldn't the supplier base mirror the customer base?
- ✓ Women-owned firms represent 32% of the nation's businesses.
- ✓ Small Businesses are growing at higher rates both in terms of numbers of new companies and their year to year growth rates.
- ✓ Minority owned businesses account for over 4.5 million jobs.
- ✓ Increasing the diverse vendor base expands the tax base which provides benefits to society at local, state and national levels.
- ✓ Women businesses owners have outpaced other US businesses in both growth and economic contribution in the last five years

Doing Business with BlueCross – Our Mission

BCBST is committed to expanding procurement opportunities to Businesses who can provide us with exceptional services at competitive value and cost. Our Supplier Diversity Program works at opening the doors of opportunity to small and diverse suppliers to meet our business needs and enhance the economic value of our customers. These businesses include women-owned small business, veteran owned small business, service disabled veteran-owned small business, HUBZone small business, and minority-owned small business. The Supplier Diversity Team encourages and facilitates small and diverse business opportunities

Doing Business with BlueCross – Business Environment

The economy has had a definite effect on the business environment and how companies are working with their vendor communities. We see many companies downsizing the number of vendors in the supply chain while others are looking for suppliers of scale who understand their business or industry and are consequently better equipped to bring new, innovative solutions to the table. Some companies are even re-thinking at some level their supplier diversity and vendor development programs. What can you do to set yourself apart from the pack?

Doing Business with BlueCross – Success Strategies

- ✓ Establish a business development strategy for your small business
- ✓ Prioritize your corporate prospects and targets
- ✓ Understand how your company can problem solve for the targeted company and present well-developed solutions
- ✓ Do thorough research on the company you are prospecting
- ✓ If your business is industry specific, be sure to participate in industry groups, subscribe to industry trade journals, and do regular research to stay current on market developments and possibly develop important relationships

Doing Business with BlueCross – Business Expectations

- ✓Expectations of increased performance by large companies carries through to their suppliers
- ✓Supply operations are demanding savings and efficiency simultaneously with diversity inclusion
- ✓The relationship between scale and pricing is important; Small businesses must be innovative in addressing this issue
- ✓Your company's capital structure, financial status, and management talent are all major determinants as to your readiness to supply large organizations

Doing Business with BlueCross – Get Your Foot in the Door

- ✓Research (company and industry initiatives)
- ✓Relationship Capital (understand and communicate your value)
- ✓Truth/Capacity (honestly inventory your capabilities)
- ✓Set "targets" at intervals (develop selling cycles)
- ✓Know your product/service
- ✓Go back to the beginning and start all over again

Doing Business with BlueCross – What We Purchase

- ✓ Advertising/Promotional Specialties
- ✓ IT Hardware, Software, Peripherals and IT Services
- ✓ Offices Supplies
- ✓ Envelopes, Copy and Roll Paper
- ✓ Forms, Brochures, Directories and 4-color Printed Materials
- ✓ Print Shop Supplies
- ✓ Maintenance Related Items/Equipment
- ✓ Telecommunications Equipment
- ✓ Mailroom Supplies/Equipment

Doing Business with BlueCross – Vendor Enrollment

To be eligible to participate in the BCBST Supplier Diversity program, prospective suppliers and contractors should complete and submit a BlueCross BlueShield of Tennessee Supplier Self Certification Form, and W9 tax form. The Governor's Office of Diversity Business Enterprise is a primary certification agency along with WBENC and NMSDC certifications. Copies of the Supplier Self Certification Form, the W9 form and the BCBST Terms and Conditions can be found on the BCBST Supplier Diversity website at: <http://www.bcbst.com/about/supplier-diversity/>

Doing Business with BlueCross – Case Study



Doing Business with BlueCross – Case Study

Summary of MWBE/DBE Plan

- ✓ Goals and Objective
- ✓ Notification Of Subcontractors/Vendors
- ✓ Database Development and Prequalification
- ✓ Outreach Opportunities

Doing Business with BlueCross – Case Study

Objective

- ✓ Achieve meaningful participation from MBE/WBE/DBE firms for the design, construction and furnishing of the Cameron Hill Campus Project
- ✓ Achieve involvement through professional service firms, contractors, material suppliers, vendors and subcontractors
- ✓ Focus on opportunities for minority owned firms with priority as follows:

Local Chattanooga Firms

State of Tennessee Firms

Regional/National Firms

Doing Business with BlueCross – Case Study

Notification

- ✓ Solicit interest by general advertising
- ✓ Solicit interest through the Tennessee Multicultural Chamber of Commerce
- ✓ Solicit interest through the State of Tennessee
- ✓ Solicit interest through BlueCross BlueShield of Tennessee, Staubach and SER databases
- ✓ Conduct local outreach meetings

Doing Business with BlueCross – Case Study

Database Development

BlueCross of Tennessee **STALBACH**
Cameron HB Contractor Enrollment Profile

Background
Type of Business: Manufacturer Non-Added Reader Service Provider / Consultant
Business Name (if): _____
Principal Product or Service: _____
NAICS Code: _____ City: _____ State: _____ ZIP: _____
Mailing Address: _____
Key Contact: _____ Phone: _____ Fax: _____ E-mail: _____
Federal Taxpayer ID: _____ D-U-S-B: _____
DUNS Number: _____

Capacity
Year Business Established: _____ Gross Paid Sales: 2014 \$ _____
2013 \$ _____
2012 \$ _____
Commercial General Liability Insurance Coverage: _____ Limits \$ _____
Professional Liability Insurance: Yes No Limits \$ _____
Bonding Capacity: Aggregate Limit \$ _____ Single Project Limit \$ _____
Current / Previous Clients: _____

Ownership
Check all that apply: Sole Proprietorship Partnership Corporation/LLC Publicly Held
 Privately Held Franchise Subsidiary Other _____

Business Classification Type
Small Business: Large Business: _____
 Woman Owned Business Veteran Owned Business
 Service Disabled Veteran Owned Business
 Minority Owned Business
 African American Asian Pacific American Hispanic American Native American
 Small (Disadvantaged Business (DBE)) Other Other (Specify): _____
Do you have a supplier diversity program? Yes No
Do you subcontract with diverse suppliers? Yes No
What percentage of your subcontracting is awarded to minority or woman owned firms? _____

Statement
Under penalty of law, and according to the guidelines of the Small Business Act and other applicable regulations and provisions, I HEREBY CERTIFY THAT ALL OF THE INFORMATION PROVIDED ON THIS FORM IS TRUE AND ACCURATE.

- ✓ Collect Contractor Enrollment Forms
- ✓ Review history of Firms
- ✓ Assess capability of Firms based upon facilities and people
- ✓ Reference Checks
- ✓ Check insurance and financial statements

Doing Business with BlueCross – Case Study

Outreach

- ✓ Conducted Town Hall Meeting for minority, small and woman owned businesses.
- ✓ Met with Commissioner Gwen Davis, Tennessee Department of General Services on the project.
- ✓ Participated in six Matchmaking Events throughout Tennessee prior to start of project.
- ✓ Co-sponsored Vendor Fairs (State, Chamber of Commerce, NAWBO, TMSDC).
- ✓ Provide bi-monthly project updates to Tennessee Multicultural Chamber Board.

Doing Business with BlueCross – Case Study

Outreach

- ✓ Made project presentation to Chattanooga Minority Contractors Group.
- ✓ Made project presentations to City and County Leaders.
- ✓ Developed Cameron Hill Enrollment Form and built vendor database.
- ✓ Recruited potential vendors by attending meetings of every local Chamber Chapter.
- ✓ Assisted vendors with CCR registration.
- ✓ Participated actively in the Hamilton County Procurement Council.

Doing Business with BlueCross – Case Study

The Results



Doing Business with BlueCross – Case Study

The Results



Doing Business with BlueCross – Contact Information

BCBST Supplier Diversity Contacts/Resources:

Nesha Steele, Supplier Diversity Coordinator,
email – nesha_steele@bcbst.com

Lisa Rakes, Director of Procurement,
email – lisa_rakes@bcbst.com

Dan Jacobson, VP Properties & Corporate Services,
email - dan_jacobson@bcbst.com

Doing Business with BlueCross – Contact Information

Governor's Office of Diversity Business Enterprise: Shelia Simpson,
email - Shelia.J.Simpson@state.tn.us, www.tennessee.gov/businessopp/, 615-253-4657

Tennessee Multicultural Chamber of Commerce: Sherrie Gilchrist,
email – sgilchrist@tn-mcc.org, www.tn-mmc.org, 423-265-0021

Tennessee Minority Supplier Development Council (TMSDC): Cheri Henderson,
email - chenderson@tmsdc.net, www.tmsdc.net, 615/259-4699

Women's Business Enterprise Council South: Evelyn King,
email – evelyn@wbecsouth.org, www.wbecsouth.org, 504-680-6497

Doing Business with BlueCross – Q&A

Questions