



**VISITING ALL 100 COUNTIES**



**BlueCross BlueShield  
of North Carolina**

**EdNC**

For more than 85 years, Blue Cross NC has demonstrated our commitment to improving the health and well-being of our customers and communities. To further strengthen that commitment, we're collaborating with local organizations to engage and impact all 100 counties, from high-level policy discussions to boots-on-the-ground volunteerism.

We're partnering with EducationNC to launch a two-year listening tour across North Carolina. Blue Cross NC leadership will visit all 100 counties for hands-on, engaging conversations with community members, local business leaders, policy makers, customers and community organizations. And, we're encouraging our employees to show the same commitment — volunteering at nonprofit organizations across the state and sharing their impactful stories with all of us.

Through these two initiatives, we're excited to go the 'extra mile' to improve health for all North Carolinians.

# MAKING AN IMPACT

Extra Miles Tour

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Visiting all 100 counties in North Carolina

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Extra Miles Tour

This year a team of Blue Cross NC leaders will be visiting all 100 North Carolina counties. We'll be holding town hall meetings to listen and learn and discuss the future of health care.

We'll also be challenging all employees to look for meaningful volunteer opportunities across all 100 counties. Together we can make a difference, together we can transform health care for the better.

See the impact we're making ▶

News from the road...

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Quid igitur, inquit, eos responsuros putas? Quorum altera prosunt, nocent altera. Quorum ambarum rerum cum medicinam pollicetur, luxuria licentiam pollicetur. Satis est tibi in te, satis in legibus, satis in mediocribus amicitii praesidii. Eaedem res maneant alio modo. Quae diligentissime contra Aristonem dicuntur a Chryippo. Graecum enim hunc versum nostis omnes:- Suavis laborum est praeteritorum memoria. Sit sane ista voluptas.

Autem principium officii quaerunt, melius quam Pyrrho; Mihi vero, inquit, placet agi subtilius et, ut ipse dixisti, pressius. Numquam hoc ita defendit Epicurus neque Metrodorus aut quisquam eorum, qui aut saperet aliquid aut ista didicisset. Quis Aristidem non mortuum diligit? Quis negat? Sed in rebus apertissimis nimium longi sumus.



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A digital map will visually track the progress of the Extra Miles Tour.

This map will be present on the Blue Cross NC website, as well as on the Zone.

When appropriate, the Blue Cross NC blog, social media and Yammer will be updated with pictures, video and quotes to share learnings from the listening tour and impact from the volunteer challenge.



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Not only will the Extra Miles Tour demonstrate Blue Cross NC's commitment to all 100 counties, it will also serve as an impactful and engaging way for the new CEO to be introduced statewide and to hear firsthand from the representatives of the counties we serve.

## Blue Cross NC Participants



## Meeting Guests