

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

**BLUE CROSS & BLUE SHIELD OF FLORIDA**

2. Address:

4800 DEERWOOD CAMPUS PARKWAY (DCC 3-4), JACKSONVILLE, FL 32246

3. Principal place of business (if different from line 2):

4. Contact Name: JEFFRY WOLLITZ

Telephone: 9049056072

E-mail (optional): jeff.wollitz2@bcbsfl.com

Senate ID #: 6382-12

House ID #: 31400000

7. Client Name:  Self

## TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30):  **OR** Year End (July 1 - December 31):

9. Check if this filing amends a previously filed version of this report:

10. Check if this is a Termination Report:  => Termination Date: \_\_\_\_\_ 11. No Lobbying Activity:

## INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

### 12. Lobbying Firms

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$10,000:

\$10,000 or more:  => Income (nearest \$20,000): \_\_\_\_\_

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000:

\$10,000 or more:  => Expenses (nearest \$20,000): 340,000.00

### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

**Method A.** Reporting amounts using LDA definitions only

**Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

**Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: BLUE CROSS & BLUE SHIELD OF FLORIDA Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: BUD (one per page)

16. Specific lobbying issues:

H.R. 3043 and S.1710: "HHS Appropriations Act of 2008" - Sections pertaining to Medicare contractor funding; Medicare Advantage funding; State Children's Health Insurance funding' and comparative effectiveness funding. Fiscal Year 2008 Defense Authorization Bill - Section pertaining to "Troops to Nurses" program (Senate version)

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: JOLLIVETTE, CYRUS

Covered Official Position (if applicable): N/A

Name: KELLY, CATHERINE

Covered Official Position (if applicable): N/A

Name: WOLLITZ, JEFFRY R

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: BLUE CROSS & BLUE SHIELD OF FLORIDA Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: HCR (one per page)

16. Specific lobbying issues:

Antitrust and Health Insurance Reform; H.R.971 and S.2161 "Community Pharmacy Fairness Act of 2007"; S.618 "Insurance Industry Competition Act of 2007"; Health Information Technology Standards; Electronic Health Records; ICD-10 implementation; H.R.1368 "Personalized Health

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: WOLLITZ, JEFFRY R

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: BLUE CROSS & BLUE SHIELD OF FLORIDA Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: MMM (one per page)

16. Specific lobbying issues:

Medicare; Medicare Advantage; Medicare Part D; Medicare contractor funding; comparative effectiveness

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: COSTON, SANDRA

Covered Official Position (if applicable): N/A

Name: HARAMBOURE, DIANA

Covered Official Position (if applicable): N/A

Name: LORD, CURTIS

Covered Official Position (if applicable): N/A

Name: WOLLITZ, JEFFRY R

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: BLUE CROSS & BLUE SHIELD OF FLORIDA Client Name: Self

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: PHA (one per page)

16. Specific lobbying issues:

Biologics; biogenerics S.623 "Access to Life Saving Medicine Act"

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: WOLLITZ, JEFFRY R

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: BLUE CROSS & BLUE SHIELD OF FLORIDA Client Name: Self

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

H.R. 3801 and S.1848 "TAA Health Coverage Improvement Act of 2007" - sections pertaining to the Health Coverage tax credit. Tax provisions impacting Blue Cross and Blue Shield plans.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: WOLLITZ, JEFFRY R

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Feb 08, 2008

Printed Name and Title: JEFFRY R. WOLLITZ, DIRECTOR OF -

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

**23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client**

Name: TRAMMELL,JEFF

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client**

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE Date: Feb 08, 2008

Printed Name and Title: -