



news release

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Wellmark receives Partnership's annual Diversity Award

DES MOINES (January 22, 2010) – The Greater Des Moines Partnership's Diversity Committee has selected Wellmark Blue Cross Blue Shield of Iowa as its 2010 Diversity Award recipient. The award was presented during the Partnership's Annual Dinner on January 21 in Des Moines.

"Diversity and inclusion are part of our core values at Wellmark. We believe that investing in an inclusive workforce and workplace garners innovation, connectivity and commitment to our customers and coworkers; and is essential to reaching our full potential as a company. To be truly inclusive we embrace diversity and have found that creating a culture of appreciating differences pushes us to improve our products and services and change our processes to meet the ever-changing needs of our customers," stated John Forsyth, Wellmark's chairman and CEO. "Our customers, providers, the communities we serve and our organization all benefit from the rich differences that make us who we are as individuals."

The 2010 Diversity Award was presented by Jacquie Easley, Mercy Hospital and Chair of the Partnership's 2009 Diversity Council. "The company has demonstrated a commitment to building a solid best in class diversity and inclusion program," stated Easley. "Wellmark's reliance on diversity - of opinion, thought, culture, race, ethnicity, religion and other distinguishing characteristics - to meet the many challenges inside and outside its workplace make it an outstanding recipient of this year's diversity award."

Now in its 11th year, the Partnership's Diversity Award recognizes businesses in Greater Des Moines that have gone beyond just opening doors to women and minorities. It recognizes businesses that strive to create opportunity and embrace a workplace culture that includes diversity from the foundation up.

Partnership investors and regional members nominated finalists for the Diversity Award. Category winners were selected by the Diversity Committee. Each company met specific guidelines regarding employee demographics, recruitment, retention, and vendor relationships, and each hosted an on-site visit.

For more information on the Partnership's Diversity Award, visit www.desmoinesmetro.com. Visit www.wellmark.com for more information on Wellmark's health insurance products.

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