

# Move Health Care Forward

NEW JERSEY

## Support for S3218/A5119 and Amending the Health Services Corporation Act To Allow Horizon Blue Cross Blue Shield of New Jersey To Apply To The State To Become A Not-For-Profit Mutual Health Insurer



“GSE has been in existence for 16 years now and we have always known Horizon to be steadfastly committed to preserving affordable healthcare through bold and innovative endeavors. We wish them great success and hope that their accomplishments inspire further improvements and advances for our state. In short, the reason that Garden State Equality and our 150,000 members support this proposed change is because of its potential to expand access to quality, affordable health care for millions of New Jerseyans, including LGBTQ+ residents, members of the BIPOC community, seniors, and other traditionally underserved groups.”

---



“The Latino Institute, Inc. strongly supports Horizon Blue Cross Blue Shield of New Jersey’s efforts to apply to the state to become a not-for-profit mutual holding company. Horizon Blue Cross Blue Shield of New Jersey has been a dedicated supporter of the Latino Institute. They support our organization because Horizon is always forward thinking; they see what might be coming next and determine how best to meet those changes. They are always looking for opportunities that benefit both their customers and New Jersey in general.”

---



“One of the most important issues our members deal with is their health care. First responders, by the nature of our jobs, are constantly encountering health-related issues. Moreover, we can’t stay home during a pandemic: when the call comes in, we must respond. That makes affordable, quality health care vital for us. Horizon Blue Cross Blue Shield of New Jersey faces restrictions no other state health insurer does. This is not only unfair for a New Jersey-based company, but also prevents our members from having the kind of health care options they need. A better Horizon means better health care for the thousands of men and women we represent.”



“The Society for the Prevention of Teen Suicide (SPTS) strongly supports allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. Horizon BCBSNJ serves as an important funder and supporter of hundreds of nonprofit and community-based organizations in New Jersey, including SPTS. They have a long history of being good corporate partners and supports the state’s most vulnerable residents. Horizon has been at the forefront of SPTS’ programmatic needs to ensure that critical and life- saving resources are available both in-person and virtually.”

---



“Think of what it will mean when Horizon can invest in the best health tech companies. New Jersey companies will grow, hire more employees, and increase their ability to develop the latest health care technologies. This investment and innovation will also lead to tremendous economic growth.”

**—Jay Bhatti, Co-Founder, Brand New J ; Co-Chair of Gov. Phil Murphy’s Transition Team on Government Technology and Innovation**

---

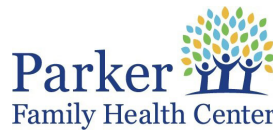


“As a nonprofit organization with a mission to support individuals in recovery from substance use disorder, Community in Crisis strongly supports Horizon Blue Cross Blue Shield of New Jersey’s effort to become a not-for-profit mutual holding company; because of their support and belief in our work and outreach, CIC has been able to serve and improve the lives of many of New Jersey’s most vulnerable residents grappling with a much underfunded disease.”

---



“ASPIRA Inc. of New Jersey strongly supports allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. This change is in keeping with our mission of empowering and sustaining businesses across the state through entrepreneurship and capitalistic initiatives. New Jersey would be well served by this bill becoming law.”



“The Horizon organization continually recognizes the challenges many of our residents face on a daily basis and partners with Parker and other New Jersey organizations to address these critical needs. Our understanding is that this change will be beneficial to all of us as the change will remove restrictions that prevent Horizon from investing even more in initiatives we support.”

---



“This change is in keeping with our mission of empowering and sustaining businesses across the state through entrepreneurship and capitalistic initiatives. New Jersey would be well served by this bill becoming law...We support this legislation because it means bigger and better things for New Jersey’s future.”

---



“Visiting Nurse Association Health Group, one of the largest nonprofit providers of home health, hospice and community based care in New Jersey, has received generous support from Horizon Blue Cross Blue Shield of New Jersey for over two decades. Visiting Nurse Association supports allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company with the continuation of its charitable and benevolent mission supporting nonprofits like VNA Health Group.”

---



“During the pandemic, Horizon continues to demonstrate its commitment to Nassan’s Place and residents statewide by providing the resources that are so desperately needed in and around under-served inner-city communities. Throughout our partnership, Horizon has shown dynamic leadership aimed at improving the health and lives of individuals and their families all across our state. We support Horizon’s effort to change its corporate form so it can better serve its 3.6 million members and continue providing affordable, quality health care in New Jersey.”

---



“Bergen Volunteer Medical Initiative strongly supports allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. Horizon’s effort to change is an attempt to continue to address the needs and wants of their customers. This is a goal Horizon has been striving to achieve for decades.”



"This change is in keeping with our mission of empowering and sustaining businesses across the state through entrepreneurship and capitalistic initiatives. New Jersey would be well served by this bill becoming law."

---



"The firm of Positive Impact Sports and Entertainment of New Jersey strongly supports the bill supplementing the Health Service Corporation Act (HSC Act) that will permit the reorganization of a health service corporation (HSC) such as Horizon Blue Cross Blue Shield of New Jersey and allow it to apply to the State to become a not-for-profit mutual holding company. Horizon Blue Cross Blue Shield of New Jersey (HBCBSNJ) has a long history of being a good corporate citizen that supports the State's most vulnerable residents. HBCBSNJ's effort to change is an attempt to continue to address the needs and wants of their customers."

---



"On behalf of the Community FoodBank of New Jersey and the hundreds of thousands of people we feed every day, we support the supplement to the Health Service Corporation Act that will allow Horizon to apply to the state to become a not-for-profit mutual holding company because it means bigger and better things for New Jersey's future. At this time when food insecurity is projected to increase by 56 percent in our state, we need partners like Horizon more than ever."

---



"On behalf of the Diabetes Foundation's Board of Trustees, we support approval of a regulatory process to permit formation of a nonprofit mutual, because it means bigger and better things for New Jersey's future."

---

## GLASS ROOTS

"GlassRoots, Inc., a nonprofit corporation in Newark, NJ, writes to express our support for Horizon Blue Cross Blue Shield of New Jersey. Through its corporate social responsibility department, The Horizon Foundation, and the Community Affairs teams, Horizon Blue Cross Blue Shield of New Jersey has demonstrated its commitment to make a meaningful difference for our organization. The Horizon Foundation for New Jersey and the Community Affairs teams strategically direct the philanthropic support, partnerships and other outreach efforts that have enriched GlassRoots over the past decade."



“As the Essex County Executive, it is with great confidence that I support and endorse the application by Horizon Blue Cross Blue Shield of New Jersey to become a not-for-profit mutual holding company. This change is in keeping with our mission of empowering and sustaining businesses across the state through entrepreneurship and capitalistic initiatives. New Jersey would be well served by this bill becoming law.”

— **Essex County Executive Joseph DiVincenzo**

---



“Horizon Blue Cross Blue Shield has been a staple of quality health insurance in our state for decades. I fully support their effort to become a not-for-profit mutual holding group because it will result in better access to healthcare for all New Jerseyans. Investing in our healthcare system will pay dividends tenfold in the near and long term future.” — **North Bergen Mayor and State Senator Nicholas Sacco**

---



“Hudson County has witnessed Horizon BCBSNJ’s commitment to service first-hand.

Hudson County is grateful for numerous partnerships with Horizon BCBSNJ. For example; the North Hudson Cap and the Boys and Girls Club. We are also appreciative of the sponsorship for the Hudson County Resource Fair and Hudson County’s York St. Project. These events raise awareness about different ways to use Hudson County’s resources for the betterment of our communities. Changing to a not-for-profit mutual holding company will allow Horizon to do even more for our member organizations.”

— **Hudson County Executive Tom DeGise**

---



“The need for quality and affordable healthcare has been exacerbated by the ongoing COVID-19 pandemic, which has shown us that we must adapt to the current time. For that reason I fully support Horizon Blue Cross Blue Shield’s move to modernize their current structure and offer a better healthcare system for all its members.” — **Hudson County Board of Chosen Freeholders Chairman Anthony Vainieri**



“As the Mayor of Hackensack, I know the importance of choosing partners that invest in our communities. Horizon is the largest insurance provider in the state and has a proven track record of delivering high-quality, affordable healthcare while investing in our communities. The move to become a non-profit mutual would allow for further investment in our residents, our small businesses, and our communities.”

— **Hackensack Mayor John Labrosse**

---



“As New Jersey’s largest insurer, it’s important that we support Horizon’s initiatives to offer more services and affordable healthcare to individuals and small businesses. I am in support of the company’s move to become a non-for-profit mutual holding company because now, more than ever, we need to ensure the proper investments are made in our healthcare system.” — **Bergenfield Mayor Arvin Amatorio**

---



“Horizon has operated in New Jersey for nearly 90 years. They employ thousands of New Jerseyans and provide health care coverage for 3.6 million people in the state. They have introduced new plans and new options to help make health care more affordable and to move the state away from the fee-for-service model of health care. In fact, the Chamber has been a client of the Omnia health insurance product since the inception with great success and satisfaction by our staff. They have maintained a presence in the state’s individual health care exchange when others have not. Horizon has consistently shown that, as a home-grown insurer, they have New Jersey’s best interests at heart.”

---



“The New Jersey Chamber of Commerce enthusiastically supports Senate Bill S-3218 which would allow Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. This legislation modernizes vastly outdated state laws created long ago when health care technology and markets were vastly different. If enacted, S-3218 will provide much-needed changes so Horizon can broaden the scope of its investments, create new management models and offer a wider range of products and services.”



“Symphony in C, a New Jersey Non Profit strongly supports Horizon BCBSNJ and allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. Horizon BCBSNJ has been a good corporate citizen and an important funder to Symphony in C, as well as hundreds of nonprofits and community-based groups. New Jersey would be well served by this bill becoming law.”

---



“Horizon’s effort to change is an attempt to continue to address the needs and wants of their customers. This is a goal Horizon has been striving to achieve for decades. We know their efforts first-hand, as the company has worked hard to provide affordable, quality health care for small businesses in New Jersey.”

---



“Horizon has been a community partner of the Trenton Thunder of many years and has continued to support the Thunder organization and our fans year over year. The co-branding efforts between the two companies have made a positive impact in the Trenton community and all over the state of New Jersey. The Thunder and Horizon have teamed up each year to support different non profits to educate them on important health related topics. We know their efforts first-hand, as the company has worked hard to provide affordable, quality health care for small businesses in New Jersey because we are one of those small businesses.”

---



“Horizon’s effort to reorganize itself into a Nonprofit Mutual Holding Company will remove the restrictions that prevent HBCBS from investing comprehensively in the best of Rutgers’ initiatives that support the communities of New Jersey.”

---



“The MHC Legislation would undue years of state restrictions on how Horizon can invest funds. These limitations, which apply only to Horizon, prevent the company from investing even further in the kinds of New Jersey-based innovation companies that help drive the state’s economy and are so important to New Jersey’s future.”



## Branch Brook Park Alliance

WORKING IN PARTNERSHIP WITH ESSEX COUNTY TO RESTORE AND REVITALIZE OUR PARK

“Branch Brook Park Alliance values the support and partnership we share with Horizon Blue Cross Blue Shield of NJ and ask that they be supported in their request to become a more viable business, and in turn, a more valuable community resource and partner. Hence, we encourage whatever structure can be put in place to optimize Horizon’s mission of empowering and sustaining their business.”

---



“Horizon has been a long-time supporter of the Hamilton Area YMCA, providing funding to mission programs that help strengthen our community. As a fellow Non Profit, they have worked in tandem with us. They understand intuitively the needs of our community and the resources required to meet those needs. We are truly grateful for their partnership and support.”

---



“Changing to a not-for-profit mutual holding company will allow Horizon to do even more for our member organizations. It will remove the restrictions that prevent them from investing even more in the initiatives we support. As we have experienced by being in partnership with Horizon for over a decade, they consistently demonstrate passion and commitment to serve and help our members & community. Horizon BCBSNJ has a long history as a good corporate citizen that supports the state’s most vulnerable residents, many of whom we represent.”

---



“New Jersey’s business community is always on the lookout for the latest technologies and innovations. As a high tech corridor, it is one of the most important areas we can invest in. The state should be doing everything it can to encourage that kind of investment. That is why we support S-3218, legislation which would allow Horizon Blue Cross Blue Shield of New Jersey to change its corporate structure to a not-for-profit mutual holding company. This change would free up Horizon to make investments in the kinds of technology and innovation we need more of in New Jersey.”





“The Somerset Patriots Professional Baseball Team strongly supports the bill supplementing the Health Services Corporation Act and allowing Horizon Blue Cross Blue Shield of New Jersey to apply to the state to become a not-for-profit mutual holding company. Horizon BCBSNJ has a long history as a good corporate citizen that supports the state’s most vulnerable residents and consistently demonstrates its passion and commitment to serve and help our neighbors.”

---



“During the pandemic, Horizon continued to demonstrate its commitment through supporting our sustainable health and wellness “food insincerities” program. As a result, since April, we have feed over 50,000 families. Throughout our partnership, Horizon has shown dynamic leadership aimed at improving the health and lives of individuals and their families across the state of New Jersey and to the residents in the city of Newark. We support Horizon’s effort to change its corporate form so it can better serve its 3.6 million members and continue providing affordable, quality health care in New Jersey.”

---



“A change in structure will allow HBCBS the opportunity for better investment in new and emerging technologies, the ability to add additional products and services for their members and the expansion of programs for underserved communities.”