

Our Employee Manual spells out our Affirmative Action policy clearly in the opening paragraph of "Conditions by Employment":

"It is the policy of Blue Cross of Oregon to grant equal employment opportunities to all qualified or qualifiable persons without regard to race, color, sex, religion, age or national origin. To deny one's contribution to our effort because he or she is a member of a minority group is an injustice, not only to the individual, but to the organization as well. It is the intent and desire of this organization that equal employment opportunities will be provided in employment, promotion, wages, benefits, and all privileges, terms and conditions of employment to all qualified and/or qualifiable individuals."

Why do we take such a positive stand on discrimination? For several good reasons. First, because it is required by law. Our participation in the Medicare Program makes us a subcontractor to the U.S. Government. Executive Orders 11246 and 11375 say that we will not discriminate against any employee or applicant because of race, color, religion, national origin, age or sex.

These broad directives are backed up by a host of other federal and state laws dealing with specific areas and conditions of possible discriminatory practices. For example, the following provisions must be complied with as a subcontractor:

1. The subcontractor will not discriminate in hiring, work assignments, promotions, layoffs or recruiting on the basis of race, color, religion, sex or national origin.
2. The subcontractor will state in all advertisements for employment that discrimination will not be practiced.
3. The subcontractors will notify all labor unions with which he has a contract, agreement or understanding that he must and will comply with the anti-discrimination provisions of the government contract.
4. The subcontractor will agree to comply with all orders, rules and regulations.

Blue Cross supports Affirmative Action

5. The subcontractor will furnish necessary compliance reports and permit access to his records by the government.

6. The subcontractor agrees that the contract may be cancelled and he may be "blacklisted" (after a hearing) if he does not comply.

Too, there are enforcement measures available to the government. The government agency issuing the contract and the Secretary of Labor will try to get compliance informally. Should that fail, the Justice Department may step in. Among the sanctions available to the government are: (1.) Blacklisting, with attendant publicity; (2.) Termination of contract; (3.) Continuance of the contract contingent on compliance; (4.) Criminal action for furnishing false information (5.) Injunction ordering performance of the contract; (6.) Injunctions against outside persons or organization interfering with the anti-discrimination provisions by the contract.

Secondly, and more importantly, we feel as a corporation and as individuals - that discrimination is morally as well as legally wrong. No one should be deprived of their rights because of their race, color, religion, national origin, age or sex. We believe in the concept in its intent and its form.

Finally, we have a very practical interest in ending discrimination. We are proud of our position as the leading health plan provider in the state. We fully realize that the real difference between Blue Cross of Oregon and its competitors is people - you, our employees. To preserve and enhance our position as leader, we need the best possible people!

What are we doing then to assure that there is no discriminatory practices at Blue Cross of Oregon? The key is an activity known as our Affirmative Action Program. This is a comprehensive plan of action involving several activities:

1. An analysis of the job classifications to determine if women or minorities are being underutilized.

2. If deficiencies are noted, then goals and timetables must be made to correct and reach them.

3. The goals and timetables however must be reasonable and attainable predicated on our community composition. And above all there must be a good faith effort to make all aspects of the entire affirmative action program work.

There are other requirements too, such as (a.) development or reaffirmation of our equal employment opportunity policy in all personnel actions; (b.) formal internal and external dissemination of our policy; (c.) establishment of responsibilities for implementing our program; (d.) identification of problem areas; (e.) establish-

ment of goals; (f.) development of plan; (g.) auditing and reporting systems to measure effectiveness; (h.) compliance with OFCC Sex Discrimination Guidelines; (i.) support of local and national community action programs to improve job opportunities for minorities and women; (j.) consideration of minorities and women not currently in the workforce having requisite skills who can be recruited through affirmative action measures.

The Affirmative Action Program is written, viable tool which is reviewed and revised at least annually and is available in the Personnel office for review by all employees upon request. Through the written Affirmative Action Program, we are able to measure our progress to achieve full utilization of minorities as well as females in all job categories throughout the Plan. For example, in 1969, we had a total of 277 employees of which 18 were minority group members for a 6.49%. At the conclusion of 1974, our staff totalled 454 employees of which 359 (79.1%) were females and 49 (10.79%) minority group members. Our 1975 Affirmative Action goals project a total staff of 504 on December 31st, 1975, of which 79% will be females and 14.5% will be minorities.

Emanuel Hospital is pleased to have the opportunity to participate in the *Portland Observer's* first Affirmative Action Supplement.

Emanuel Hospital is committed to the economic and social development of this area of the city. In the mid-1960's, the hospital's Board of Directors made a decision to remain in the Model Neighborhood to provide health care services to the people of the area. With the cooperation of the Eliot Neighborhood, Model Neighborhood and the Portland Development Commission, we are committed to the development of the area. In addition, Emanuel is a major employer in the Northeast section of the city, with over 1,500 employees and an annual payroll of \$10.6 million. The direct impact on the Northeast and North areas of the city includes employment for 825 people and \$4.7 million in payroll.

We stand committed to the Black community and salute you on your efforts to make the promise "Affirmative Action" a reality.

Sincerely,
Roger G. Larson
President
Emanuel Hospital



Emanuel Hospital 2801 North Gantenbein Portland