building our community through strength & unity

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Corporate & Financial Regulation

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Pennsylvania Insurance Department

Robert Brackbill Chief, Company Licensing Division Pennsylvania Insurance Department 1345 Strawberry Square Harrisburg, PA 17120 Fax (717) 787-8557 rbrackbill@pa.gov

Dear Mr. Brackbill,

As board members of the Bloomfield Development Corporation(BDC), we respectfully request that you consider this letter of support in favor of the West Penn Allegheny Health System (WPAHS) affiliation with Highmark Inc., which is under review by your office.

The Bloomfield Development Corporation was created in 2008 to address business and residential issues in Bloomfield. The mission of the BDC is to oversee the implementation of various economic development strategies such as business recruitment, business expansion, business and job development and pursuit of funding opportunities to achieve these goals. We also address residential issues such as housing, public safety, and education to improve the quality of residential living.

The BDC serves residents, businesses, stakeholders and religious institutions in the community of Bloomfield, mostly within the 15224 zip code. The area includes the business corridor, Liberty Avenue from 40th Street to Baum Boulevard and the surrounding residential areas. West Penn Hospital is located in the heart of our community.

Highmark's recent commitment to improvements at West Penn Hospital has been met with a groundswell of support. Driving through our business corridor one will notice the attached sign prominently displayed by the businesses of Bloomfield. No where is it clearer than Bloomfield that Highmark's affiliation with WPAHS will protect the livelihood of thousands of Western Pennsylvanians that work within WPAHS and the local businesses that provide goods and services to the health system.

We support the WPAHS-Highmark affiliation for the following specific reasons:

The WPAHS-Highmark affiliation will preserve important community assets and their non-profit status. For hundreds of years, the residents of the East End of Pittsburgh have worked, received care and invaluable community benefit from West Penn Hospital. West Penn has taken care of us and is a major employer in our community. The people of WPAHS --physicians, nurses, technicians and support staff — provide excellent quality care 24/7 for our friends, families and colleagues. And as WPAHS has struggled to survive, so have communities like ours whom rely upon the hospital's vitality.

As representative of the business community, we know we must preserve WPAHS to maintain provider choices for consumers and to assure competition among viable health care delivery systems. If this transaction is not approved, there will be no competition among providers. Consequently, physicians will have little to no choice where or how they practice medicine and potentially leave the region to practice elsewhere; and costs will rise. If costs rise, the whole community suffers. Employers will struggle to continue to provide benefits. Ultimately, patients will go without needed care.

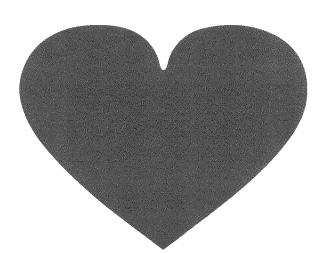
For these reasons, we support this transaction and believe that your review will conclude that expeditious approval of the proposed WPAHS-Highmark affiliation is the correct action for patients and providers in Southwestern Pennsylvania.

Sincerely,

The Bloomfield Development Corporation

Thanks Highmark!

Bloomfield



West Penn Hospital!

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