

# HSA Moves To Home

## Open House Is Set For This Saturday

Hospital Saving Association, North Carolina's Blue Cross-Blue Shield plan, has moved into its new three-story modern office building on West Franklin street.

The public has been invited to attend an informal open house from one to five o'clock Saturday.

The building, of modified Colonial style, contains 20,000 square feet of floor space. Air-conditioned and sound-proofed throughout, the brick structure also has asphalt floor tiling and the latest lighting fixtures.

Moving of 184 file cabinets, 145 desks and tons of other equipment was accomplished last week end, with the aid of several moving vans and heavy cranes. The exodus of 130 employees started the following Monday, with not a day of work time lost in the transfer. Placing of the heaviest equipment on the ground floor was completed at 3:30 last Tuesday morning.

E. B. Crawford, executive vice-president of Hospital Saving, in commenting on the move, said, "We've come a long way from the tiny office on the top floor of the old house which now serves as Chapel Hill's Public Health Department, and the four person staff that began enrolling members in 1936. Our groups have swelled from the pioneering Charlotte Teachers group to over 5,000 today. Membership rolls have expanded from 15,000 by the end of 1937 to over 430,000 by mid-1951. District offices have multiplied to today's total of nine serving the state from strategic points.

"The dream of a well-ordered home of our own has occupied the key position in all plans for future expansion and better service to our members. With the continued support of the doctors and hospitals of North Carolina, we will strive with renewed strength to reach our goal of better health through proper care for all the people of this state."

The story is told around Hospital Saving that at one stage in its bursting-at-the-seams growth, a certain department hired a new employee to share the burden of increased work and then found there was absolutely no place to put a desk for her. After pushing and shoving and hauling other desks, chairs and files, without finding the extra inches needed, HSA ingenuity came to the fore and the girl's desk was placed on top of the filing cabinets!

This story may be apocryphal, but any HSA employee would not find it a bit hard to believe. Here, in the words of one old-timer, is the saga of the trials and tribulations of the home office since the early days:

"When I joined the staff, the office was on the top floor of what is now the Public Health Building. We had four small rooms for our equally small staff. Where the shots are given patients now was our stock room. Then we moved to the top floor of what is now The Porthole Restaurant. To install some IBM machines, we had to move to the ground floor because it would have been impossible to have those machines over anybody's head.

"But HSA was growing fast and we needed more space, so we leased what was the right side of our just-vacated home office. The left side was a cafeteria. However, we couldn't move in until September and we had to be out of the Porthole for the summer, so we borrowed a fraternity house for our office. The IBM machines were operated on the screened porch!

"Still we grew. It wasn't too long before we had to start negotiations for the left half of the Franklin street space. Imagine

swelled from the pioneering Charlotte Teachers Group 59-1 to over 5,000 today. Membership rolls have expanded from 15,000 by the end of 1937 to over 420,000 by mid-1951. District offices have multiplied to today's total of nine serving the state from strategic points.

For a long time, physical accommodations for the home office staff lagged behind work volume. It takes space for the filing of records, correspondence, and the storage of forms and literature. Experts have estimated that 60 square feet per desk is a minimum for efficient office operations. In recent years, the Home Office staff has been working

what life was like while alterations went on. What was to become our IBM department had been the cafeteria's kitchen—so we worked while sinks and stoves were carted away under our noses.

"Then came the rooms in the building on our right for our expanding claims department. Then additional space down in the 'alley' for our duplicating department. Then offices in the building on our left for public relations. We were sprawled out all over the place and we 'most had to pack a picnic lunch when going on a journey to these far-flung departments.

"It seems almost too good to be true that we are now all under one roof at last—with a place for everything and everything in its place," he says.

More than anything else, growth and flexibility have characterized the history of Hospital Saving Association. As membership has expanded, the value of Blue Cross-Blue Shield benefits has been steadily increased to keep pace with modern medical advances. As a result of these twin factors the Association occupies a position of leadership in North Carolina both in size and in service to the people.

Their confidence in continuing to grow and serve is based on much more than the experience and ability of those who engage in the workaday tasks of the Association. It has a solid foundation in the partnership between themselves, the hospitals and the doctors of the state. It was this teamwork which launched North Carolina's only Blue Cross-Blue Shield plan and which has earned the support of the public over the fifteen years of its existence.

They've come a long way from the tiny office on the top floor of the old house which now serves as Chapel Hill's Public Health Department, and the four person staff that began enrolling members in 1936. Their groups have

with half this space and with less than adequate filing and storage room. What this crowding meant in lowered efficiency and increased operating overhead has been recognized by Hospital Saving trustees for years.

"The dream of a well-ordered home of our own has occupied the key position in all plans for future expansion and better service to our members. And now that dream has become a reality," the company states.

"As we move into our new quarters, we re-dedicate ourselves to the golden principle of Blue Cross-Blue Shield—better health through proper care for all our people.

Our Best Wishes to  
Hospital Saving Association  
**FRANKLIN & HUNT**  
AUTO SALES  
West Franklin Street

Congratulations to the  
**HOSPITAL SAVING ASSOCIATION**  
of North Carolina, Inc.

On Their New Building

**ASPHALT TILE FLOORING**

Furnished and Installed

— By —

**R. L. DRESSER**

Raleigh, N. C.



Congratulations and Best Wishes

**Hospital Saving Association**

in their new location

... in the rapidly expanding West Chapel Hill business district

Contact us for thorough, expert car service

**HAZZARD MOTOR COMPANY**

West Franklin Street

Phone 2-491

