

*Your key  
to inside the  
Corporation*

## *Vision*

1. Be recognized as an industry leader for quality, service and value.
2. Consistently deliver excellent service to our customers.
3. Be the low cost producer which will sustain a competitive advantage by managing the cost of health care.
4. We will select the best people, organize effectively, offer long term stability, satisfaction and growth opportunities to our employees.



532 Riverside Avenue  
Jacksonville, FL 32202-4918



*Corporate Purpose,  
Objectives and Vision*

## Purpose

To meet the needs of our customers for quality health care at reasonable cost. In all markets, our challenge will be to develop *innovative, socially responsible* solutions to the needs of our customers for access to health care which is both affordable and of high quality.

We recognize that our obligation to our employees is to provide a stable working environment which offers long term personal and professional growth opportunities.

## Objectives

### EXCELLENT SERVICE

Provide to our customers *predictable, understandable, "hassle-free"* service which is consistent with their expectations at purchase and which minimizes the need for customer involvement with payment to providers.

### FINANCIAL STRENGTH

Maintain Blue Cross and Blue Shield of Florida, Inc. as a financially strong and competitive organization.

### MARKET SHARE

Attain *dominant* private market share consistent with financial soundness, delivery of superior service and our overall provider strategy.

### NATIONAL ASSOCIATION

Support a strong, effective national organization of Plans.

### ORGANIZATIONAL EFFECTIVENESS

Develop and maintain an effective, highly motivated and productive organization.

### PROVIDER RELATIONSHIPS

Create sustainable competitive advantage through effective *business* relationships with providers.

### PUBLIC UNDERSTANDING

Gain public and governmental understanding, acceptance and support of corporate policies, programs and actions.