

## Dedicated to providing caring solutions...

Our business offers us a unique privilege. Day after day, year after year, the people in our community look to us to help them support and protect their most precious of gifts: their lives and the lives of their loved ones. In them, we see our friends, our family, our neighbors, ourselves.

We wear our responsibility proudly and strive to earn their continued respect and trust every day. In our company, they must see strength, experience, and commitment. In our products and services, they must see practical, real-world solutions designed with their diverse and ever-changing needs in mind. In our approach, they must see the ability to make choices. In our people, they must see warmth, action, and integrity.

The people we serve must know that we will work with them when they need us most. With us, they must gain the ability to live confident lives.



**BlueCross BlueShield  
of Florida**

An Independent Member of the  
Blue Cross and Blue Shield Association



Here at Blue Cross and Blue Shield of Florida we dedicate ourselves, every day, to fulfilling this promise to our customers, our providers, and our agents. Our success over the past 50 years has established us in the minds of our customers and business partners as Florida's healthcare coverage leader. But people expect more from a leader. Working together to deliver on this promise, we can exceed their expectations.

Shells line the beaches of our state by the millions. They wash up on our shores from seas far and near. Rarely do we pause and look at just one. Each shell is different in its detail and beauty, a unique protective home. Protection – that is what our customers look for from us. Individual, different – these are our customers. We have tried to capture the ideas of protection and respect for the individual in the exquisite shells which will grace many of our communications. It is our privilege to offer protective, caring solutions to Floridians, today and whenever they need us most.

**ThinkBrand**

**ThinkBlue**

**Our Promise**