



BlueCross BlueShield
of Florida



putting
the pieces
together



**BlueCross BlueShield
of Florida**

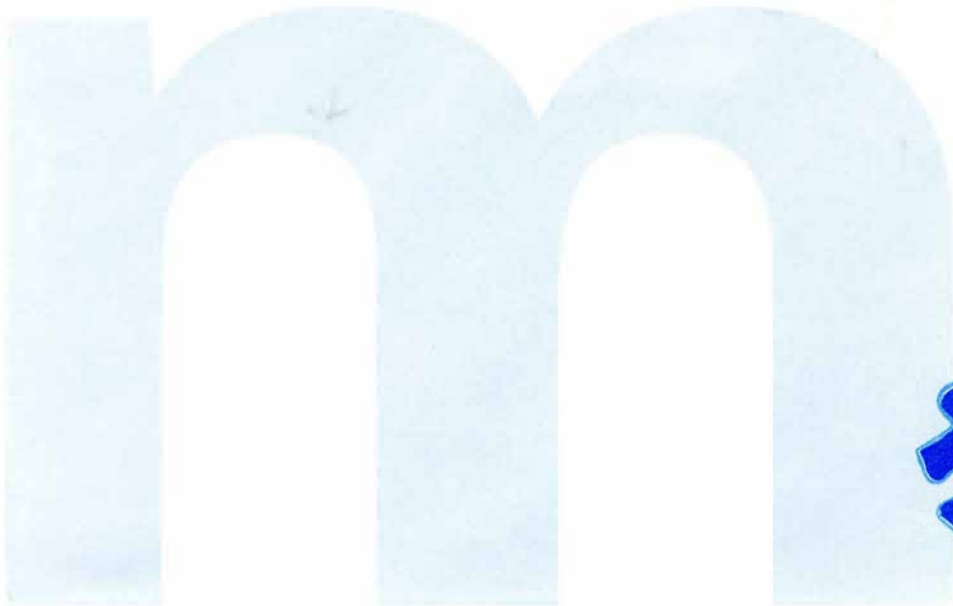
An Independent Licensee of the
Blue Cross and Blue Shield Association

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Empower built new products, services and capabilities that **enable** BCBSF to deliver on our Brand Promise and help us achieve our vision of delivering value through an array of choices. Through Empower, we developed new health plans, significantly increasing coverage choices. With more choices, members need more information to be better able to make health care decisions for themselves and their families. Many initiatives, like Empower, are **enabling** BCBSF members to make **educated** decisions about their and their family's health care.



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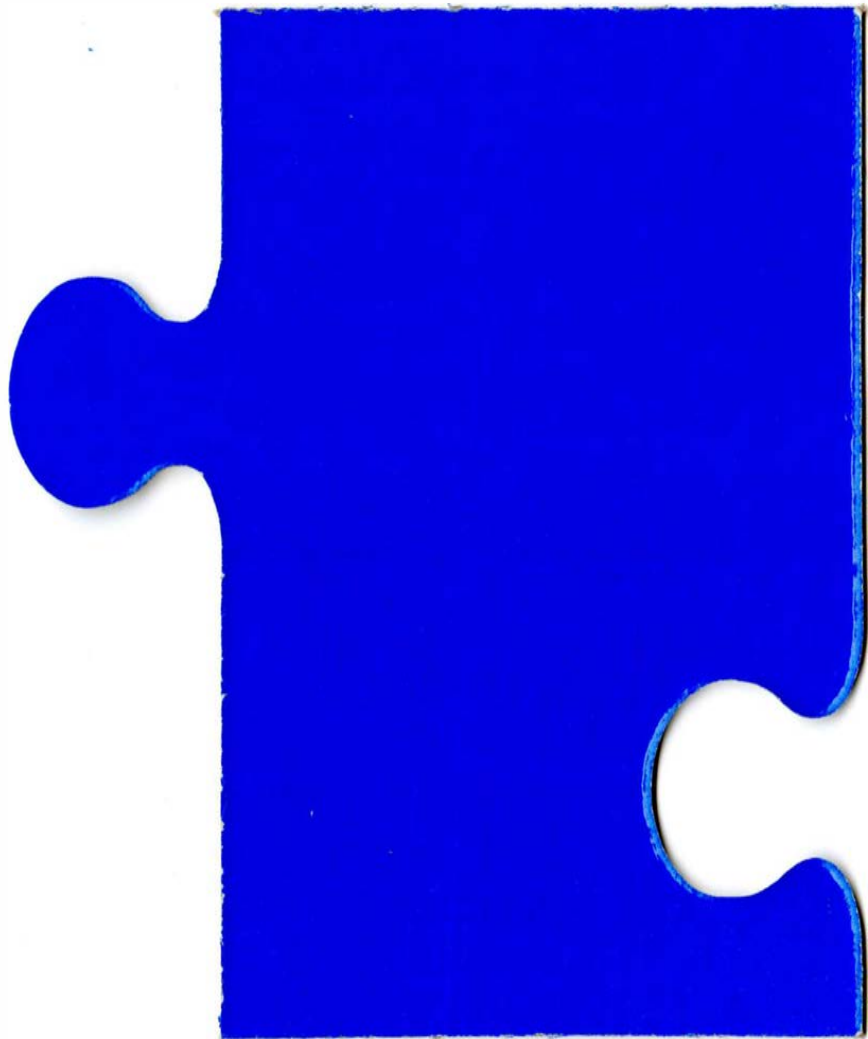
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Empower provides us with a new **mindset** for a changing **marketplace**.

The **market** is asking for more choice, control, efficiency and flexibility.

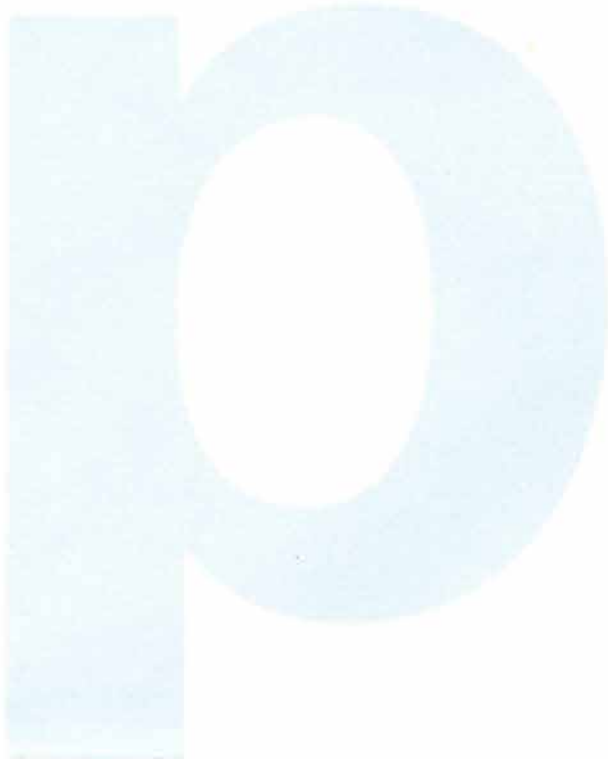
To answer this call, we must have the **mindset** to think differently and act faster. Empower is one way

BCBSF will remain a step
ahead in today's
competitive **market**.





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Empower is more than an initiative, it's a **philosophy** for our company. By **proactively** and continuously building the capabilities, products and services our members and prospective members are calling for, we will deliver on our **Promise** of providing caring, practical solutions.

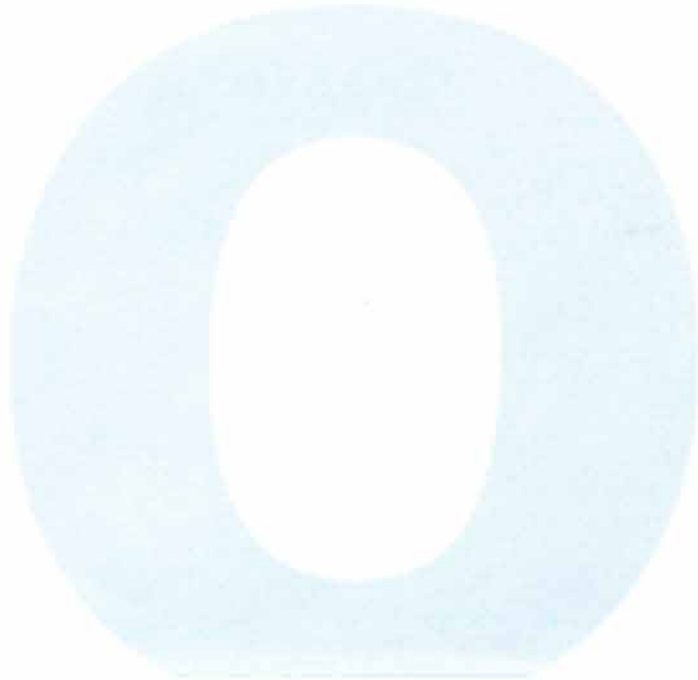
This gives our Florida friends, family and neighbors the ability to make choices and to lead confident lives.

A single blue puzzle piece is centered on a white background. The piece is a standard interlocking shape with a tab on the left and a notch on the right. The word "together" is printed in a white, lowercase, sans-serif font across the middle of the piece. The piece has a slight drop shadow, giving it a 3D appearance.

together



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O

On the **outside**, our Florida community will see a stronger, more consumer-centric BCBSF. They will see and experience a BCBSF offering the **option** of multiple products, services and capabilities. Inside, we will be an **organization** brought together by a common purpose – to serve our members, our reason for being. Empower has enabled us to take the **“outside-in”** perspective and take action to become the BCBSF our friends, family and neighbors want us to be.

A large, vibrant blue puzzle piece is centered on a white background. The piece is oriented vertically, with its top edge at the top of the frame. It has a standard interlocking shape with a notch on the left side and a bump on the right side. The text "putting the pieces t" is printed in a clean, white, sans-serif font across the middle of the piece. The letters are slightly cut off by the edges of the puzzle piece, suggesting the full phrase is "putting the pieces together".

putting the pieces t



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W W



putting
the pieces
together

A large, light-colored puzzle piece with a blue 'W' and text. The puzzle piece is the central focus, with its characteristic interlocking shape. The background is white.

W

All of you, our employees, are our number one asset. BCBSF values our **workforce** and recognizes we need to change certain systems and requirements to keep you as part of our **workforce**. We are **working** to help make your job easier and more satisfying. As we reach out even more to our **workforce**, we'll strengthen your faith and loyalty in BCBSF.





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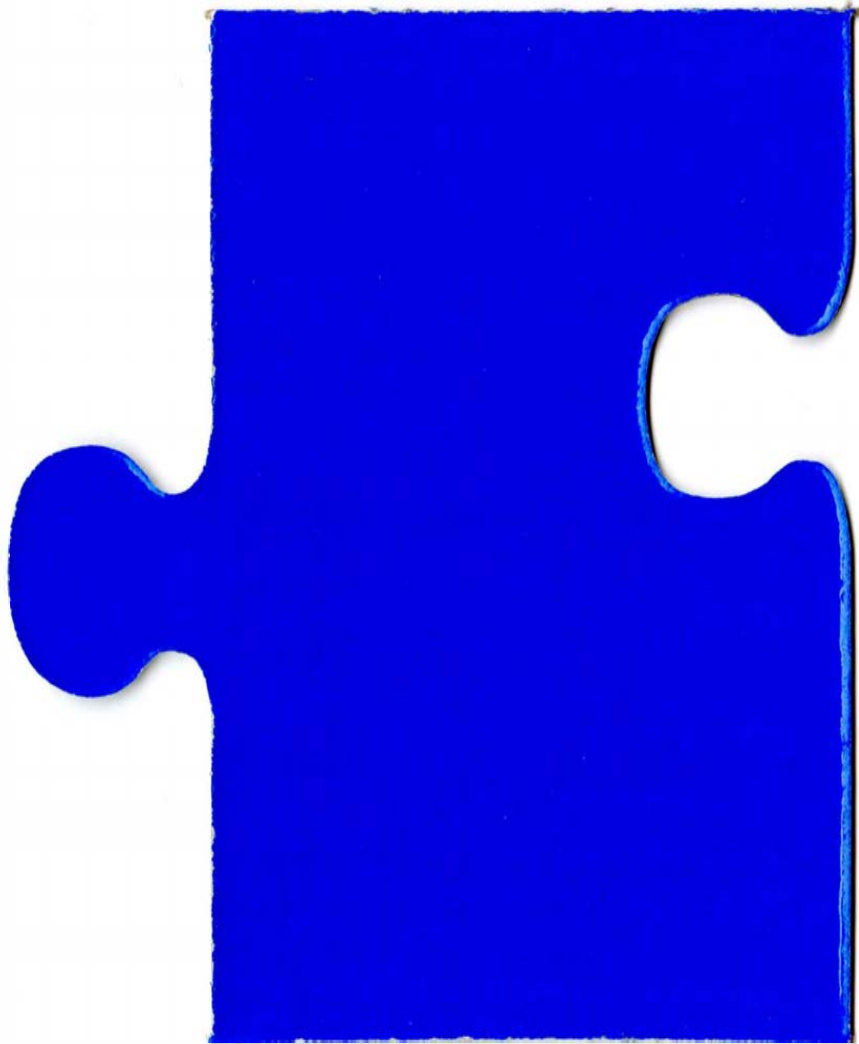


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e

Empower enables our company to meet our customers' **expectations**, like providing timely health information to make better decisions and convenient and easy-to-understand customer service. Our company is **evolving** to meet these **expectations** and more. Empower isn't a product or a project. Empower is the mindset needed to make change. That mindset should **energize** our company and our **employees** to think differently. This new mindset **empowers employees** to make what was once unthinkable . . . real.





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r

Through our Promise, we have a

responsibility to our members.

We must **respond** to their ever-changing needs. Through

Empower, we are delivering

on our Promise every day. The

results speak for themselves.

Today, members have access

to BCBSF 24-hours a day

through MyBlueService, plus

access to doctor and hospital information,

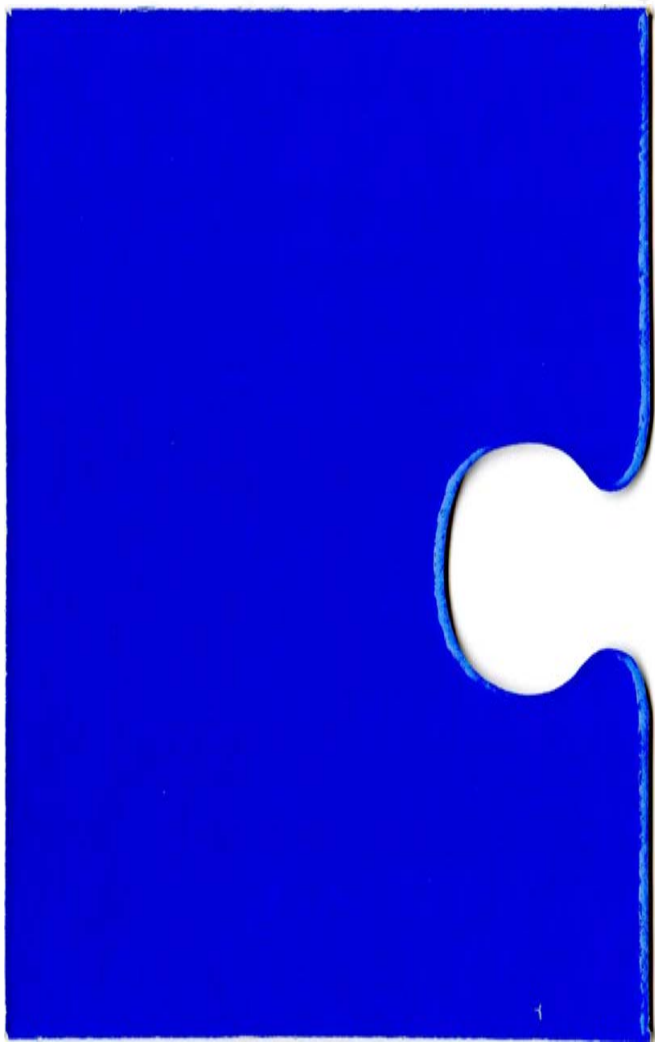
care coordination and a 24-hour nurseline.

New members enroll on the web. Empower

enables our company to **respond** to these

market needs today and in the future. We

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