



BlueCross BlueShield  
of Florida



putting  
the pieces  
together



**BlueCross BlueShield  
of Florida**

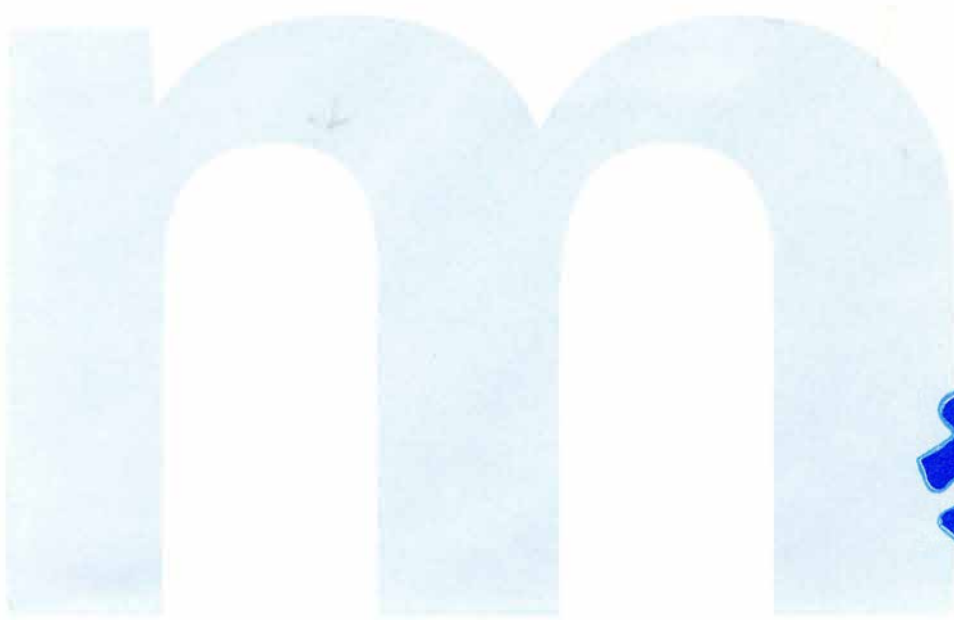
An Independent Licensee of the  
Blue Cross and Blue Shield Association

# e

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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A large, light-colored puzzle piece is centered on a white background. The puzzle piece has a tab on its right side and a blank on its left side. In the upper left quadrant of the puzzle piece, the lowercase letter 'm' is printed in a bold, blue, sans-serif font.

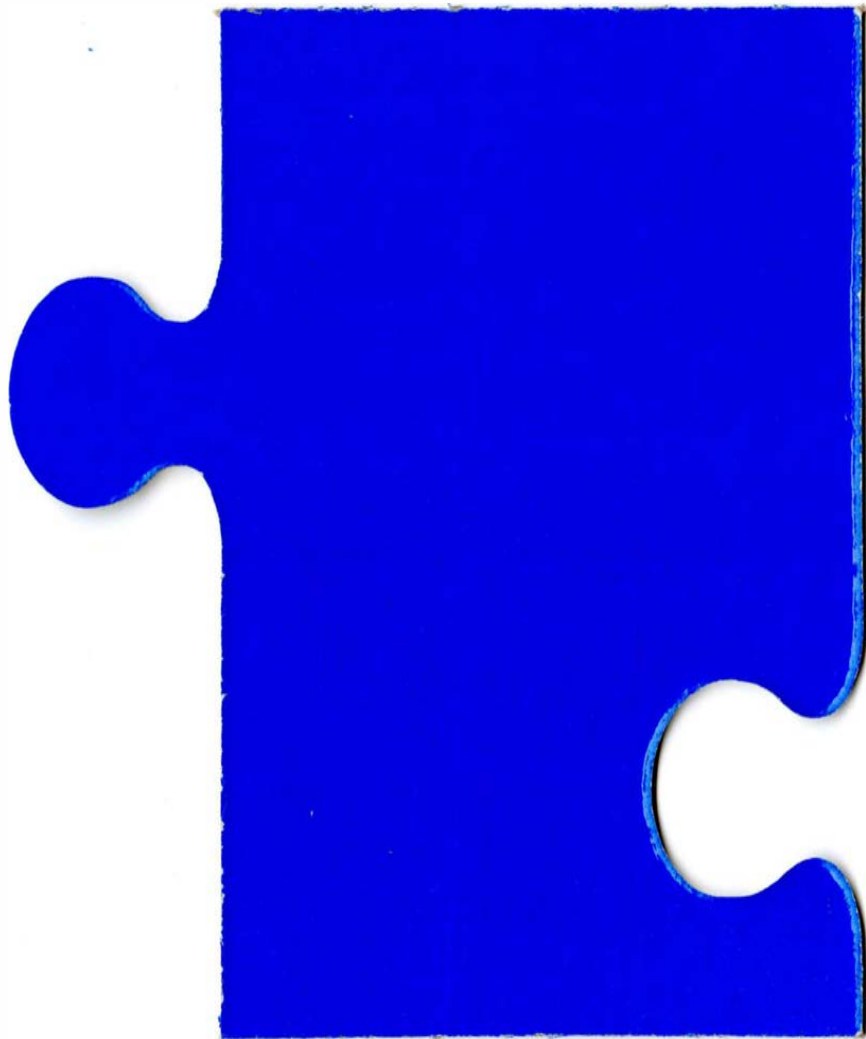
# m

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

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

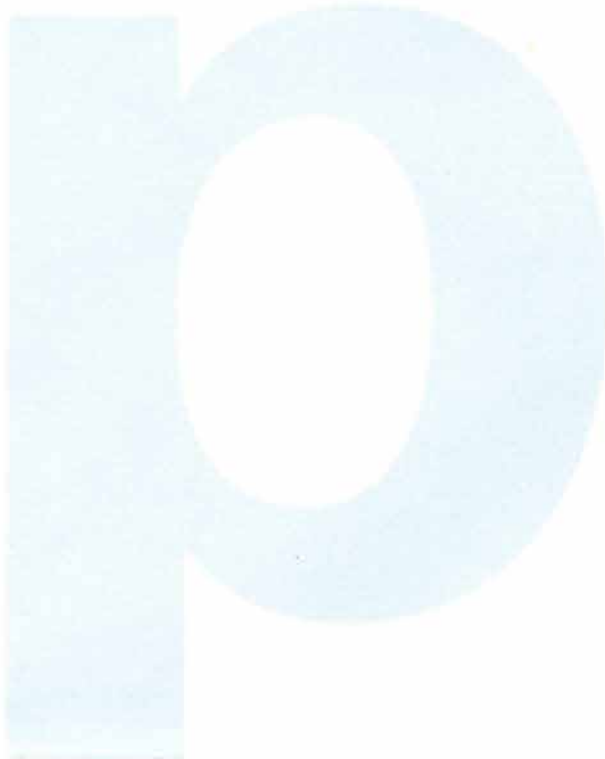
To answer this call, we must have the **mindset** to think differently and act faster. Empower is one way

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





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p

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.

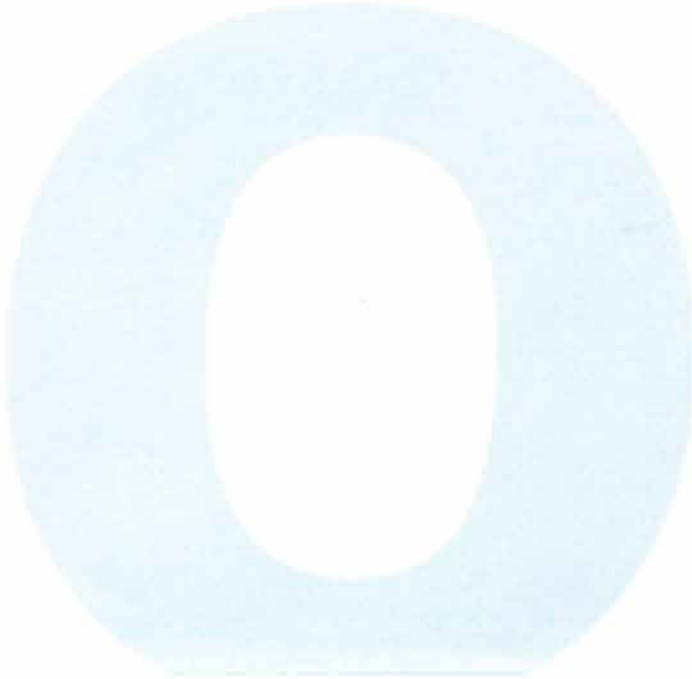


A single, large blue puzzle piece is centered on a white background. The piece has a tab on the left side and a notch on the right side. The word "together" is printed in a white, lowercase, sans-serif font across the middle of the piece.

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 on the right side by the edge of the puzzle piece. The overall image is simple and visually striking due to the high contrast between the blue and white.

putting the pieces t



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W W



putting  
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together

A large, bold, blue letter 'W' is centered at the top of a light-colored puzzle piece. The puzzle piece has a tab on the right side and a notch on the left side, and it is set against a white background.

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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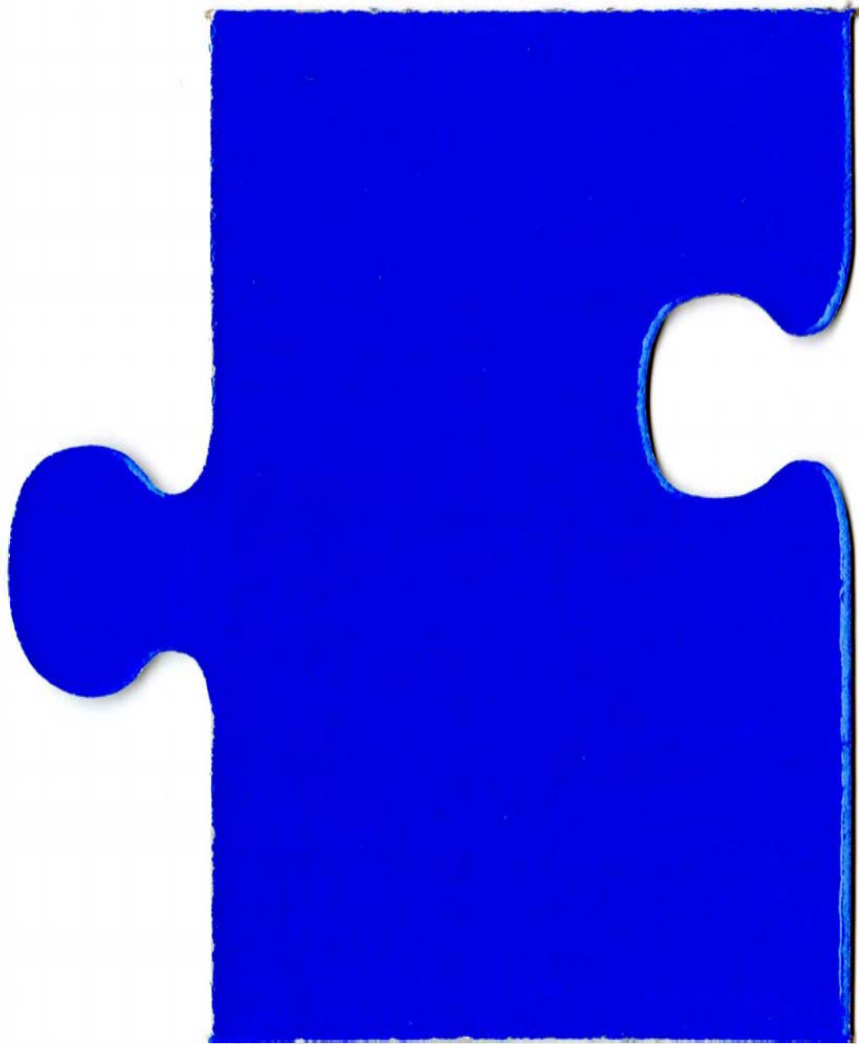
putting  
the pieces  
together





# 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

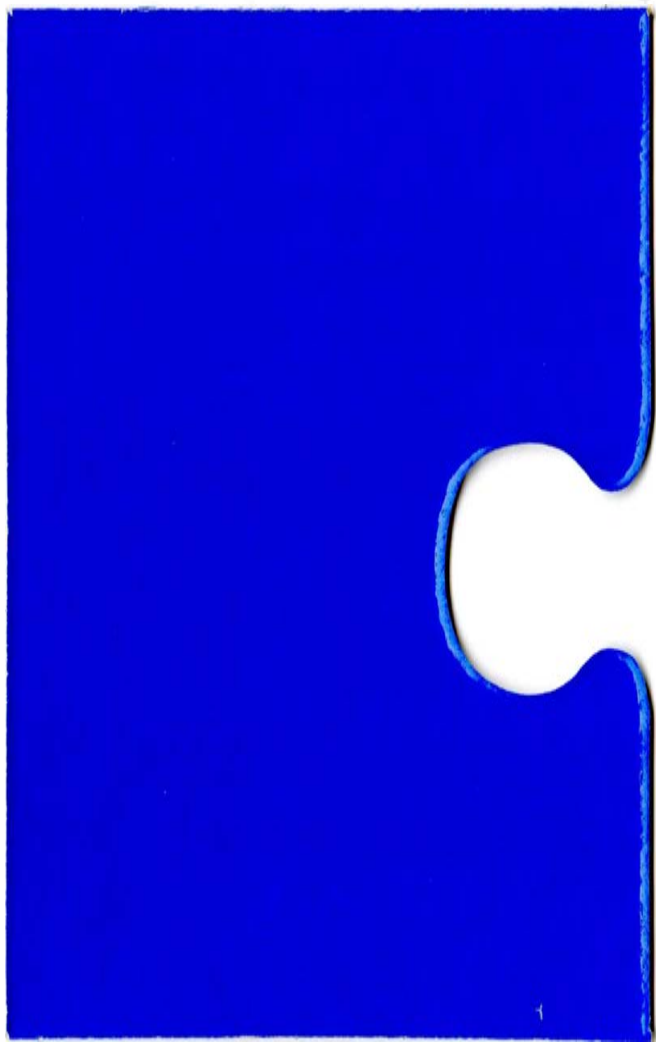
Empower, we are delivering on our Promise every day. The **results** speak for themselves.

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 have to, it's our **responsibility**.



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