



**empower**

Putting the power of choice in your hands.

# Empower: A New Way of Delivering at Blue Cross and Blue Shield of Florida



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association

## Key Take-Aways

- The industry and BCBSF are changing.
- Empower is a solution that increases customer value, supports our Vision and Mission and helps deliver our Brand Promise.
- Empower is Blue.
- We are bringing together new and existing capabilities to create a common platform for a stronger, more competitive Blue Cross and Blue Shield of Florida.

## Health Industry Environment

- Intensified competition for the Florida market
- Threats are multi-pronged
- Brand ambiguity
- Rising health care costs
- Record level customer dissatisfaction
- Desire for more choice, control, efficiency and flexibility

# Our Vision

A company focused primarily on the health industry,  
delivering value through an array of choices.

## Empower is Blue

- Empower capabilities enable our new and existing products to work better, faster and smarter.
- Because the BCBSF Brand is so strong and we want BCBSF to get the credit, we will not be using Empower on the outside. It's no longer about Empower, it's about BCBSF. You will continue to see Empower inside as it represents a new mindset and way of delivering at BCBSF.
- These capabilities deliver on the BCBSF Brand Promise by enabling us to better focus on our members.
- Empower will enable an improved member *and* employee experience.

# Creating Customer Value and a Common Platform

- Fully integrated proposals, rating, enrollment and automated fulfillment of member materials
- Web-based enrollment and product selection for health plans and diversified products.
- NetworkBlue – a flexible provider network
- BlueOptions – a new health plan
- Inform and Educate and Care Navigation programs that span multiple health plans to help members make better health care decisions.
- Member Services programs to allow members to obtain service when and how they choose.
- A new service model being implemented over the next few years.

# Leveraging Capabilities

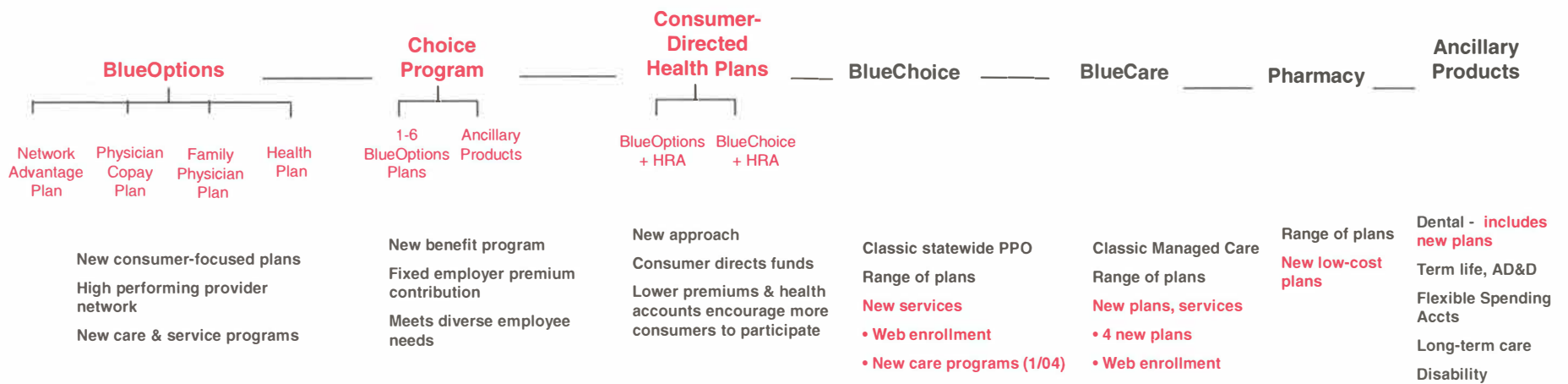
These existing capabilities are also part of the common platform:

- Diamond
- eRate
- MyBlueService
- BlueComplements

BlueOptions effectively uses these capabilities developed through other consumer-focused initiatives



# Creating customer value



## New Care and Service Programs for BlueOptions Members

Helping Customers Choose Products	Educating and Serving Members	Helping Members with Care
<p><b>Print &amp; web-based bilingual enrollment information</b></p> <p><b>Web enrollment and maintenance</b></p> <p><b>New enrollment service unit</b></p> <ul style="list-style-type: none"> <li>• Bilingual</li> <li>• Web, chat, email, phone</li> <li>• Extended hours</li> </ul> <p><b>New proposal and rating process for brokers and employers</b></p>	<p><b>Using your product:</b> customer advocate; Consumer Guide; <i>FloridaBlue</i> (member newsletter)</p> <p><b>Health care education:</b> hospital quality and provider data; health care cost info; web-based health info; audiotapes; videotapes</p> <p><b>Web self-service capabilities (MyBlueService)</b></p> <ul style="list-style-type: none"> <li>• Review coverage</li> <li>• View Claims</li> <li>• Verify personal info</li> </ul>	<p><b>Personal health coach for significant medical decisions</b></p> <p><b>Nurseline 24/7</b></p> <p><b>Chronic health condition management</b></p> <p><b>Individual case managers</b></p> <p><b>Proactive member outreach</b></p> <p>BlueComplements: discount care program (e.g., LASIK vision correction, alternative care, hearing aids)</p>

# Scope of Launch

- Large group (51+)
- May 1<sup>st</sup> Sales Date
- July 1<sup>st</sup> Effective Date
- Now selling in the following markets:
  - Pinellas, Pasco, Hillsborough, Hernando (Tampa Bay area)
  - Sarasota, Manatee
  - Charlotte
  - Broward
  - Palm Beach
  - Dade
  - Bay

## Remember...

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# Information Sources

For additional information and on-going updates, please go to the BCBSF intranet homepage and click on:

1. corporate information;
2. Empower

corporate information

- [• Annual Report](#)
- [• Diversity](#)
- [• BCBSF Logos](#)
- [• Empower](#) ←
- [• BCBSF Office Addresses](#)
- [• High Performing Organization](#)
- [• BlueViews](#)
- [• Perspectives](#)
- [• Brand](#)
- [• Public Policy Position Statements](#)
- [• Compass Program](#)
- [• Quick Connections](#)

Send questions or comments via email to:  
[EmpowerCommunication@bcbsfl.com](mailto:EmpowerCommunication@bcbsfl.com)



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