

## 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 Licensee of the  
Blue Cross and Blue Shields Association

We applaud your efforts and

## Thank You

for your contribution to the success of Blue Cross and Blue Shield of Florida. It's a caring attitude and actions like yours that make our employees our number one asset.

Your dedication builds positively on our reputation and the trust our community places in Blue Cross and Blue Shield of Florida. You have given others the ability to live confidently.

Thank you for living our Promise.

Best Regards,

The Brand Management Team