



## SPEAK AND BE HEARD.

Use your voice to be part of a historic change.

The health care system needs improving and we want to know how you'd make it better. To get the conversation going, log on to [www.ThePowerOfTheHumanVoice.com](http://www.ThePowerOfTheHumanVoice.com) or call 1-877-My-FL-Voice and record your thoughts, ideas and experiences about health care. We're committed to making it better, but we need your help. So, speak and be heard. Today.

**THE POWER**    
FLORIDA  
**OF THE HUMAN VOICE**

# Frequently Asked Questions

**Q. What's The Power of the Human Voice all about?**

**A.** The Power of the Human Voice is a forum for Floridians to share their views, ideas and experiences about health care. Sharing your voice will help us improve the products, services and programs we bring to Florida.

**Q. How can I leave a message?**

**A.** In addition to posting a 'voice' message from your personal computer\* at [www.ThePoweroftheHumanVoice.com](http://www.ThePoweroftheHumanVoice.com), you can also call a special toll-free number (1-877-MY-FL-VOICE) to leave a message, or submit your remarks at special events and locations (i.e. the Florida Blue retail stores, during our mobile Florida Blue Tour, etc.).

*\*If you try to leave a message directly on your personal computer and you do not have a working microphone, you will be given the option to call a toll-free number to record your message or to type your message at the site.*

**Q. What kinds of things should I mention in my message?**

**A.** Share your views about health care, your experiences with the health care system, and your thoughts about the future of health care. We'd like to hear your ideas about potential products, services and community programs.

Here are some quick thought-starters for you:

*"To me, the most important thing about health care is ..."*

*"I think the idea of universal or government-sponsored health care is ..."*

*"I would reduce the number of uninsured Floridians by ..."*

*"If I could change three things about the health care system, they would be ..."*

*"I think the cost of health care has gone up because ..."*

**Q. What will you do with my message?**

**A.** Blue Cross and Blue Shield of Florida will use your candid feedback to enhance our products, services and processes, provide more personalized health care experiences, and develop new customer-focused solutions that are affordable and accessible to Floridians.

We will periodically add our thoughts to touch upon common themes we are hearing on the site. These messages will be indicated as dots marked by blue crosses or blue shields. The messages we collect will never be sold or transferred to a third party. We will not retain email addresses for solicitation purposes.

**Q.** How can I find my specific message on the site?

**A.** Once you submit your message, you will receive a special QuickCode. This code will allow you to review your specific message at any time. To find your message, visit [www.ThePoweroftheHumanVoice.com](http://www.ThePoweroftheHumanVoice.com), click "Jump to a Message", enter your QuickCode, and your message will then appear. All approved messages will be posted anonymously and will be available to anyone visiting the site to hear or read.

Messages that were received through special events and locations (i.e. the Florida Blue retail stores, during our mobile Florida Blue Tour, etc.) will require additional time to load to the site.

**Q.** Can my message include personal or company information, such as names, addresses, etc?

**A.** No. For legal reasons and personal safety, we do not allow the use of personal or company information such as names, addresses, telephone numbers, etc. in your message. Any message containing personal information about you or someone else will not be posted.

Other Requirements: Your message must be related to health care, not contain profanity and you must be at least 18 years old.

**Q.** Will you respond to my message?


**A.** To post a message, we only require your zip code, age band and classification as to whether you are a member, uninsured, a business decision-maker, provider, sales partner, etc. Therefore, all messages posted are anonymous.

Once you have recorded and submitted your message, you have an option to provide us with your contact information. There is a possibility that we may want to contact you to discuss your idea(s) or if we decide to use your idea(s) in future advertising.

Use the power of your voice. Leave a message today.



[www.ThePowerOfTheHumanVoice.com](http://www.ThePowerOfTheHumanVoice.com)



Once you have submitted your message, be sure to write down the QUICKCODE you are given to locate your message.

QUICK CODE

QUICK CODE

[www.ThePowerOfTheHumanVoice.com](http://www.ThePowerOfTheHumanVoice.com)  
([www.ElPoderDeLaVoz.com](http://www.ElPoderDeLaVoz.com))

1-877-My-FL-Voice



Blue Cross and Blue Shield of Florida

An independent licensee of the Blue Cross and Blue Shield Association