How Health Care Is Changing...

Member/Patient

Health Care Delivery

Health Plan

Consumer

Health and Care Delivery System

Health Solutions Company

Florida Blue is an Independent Licensee of the Blue Cross and Blue Shield Association.
Health Insurance EVOLUTION to Health Solutions

BlueCross BlueShield of Florida
An Independent Licensee of the Blue Cross and Blue Shield Association

Florida Blue
In the pursuit of health

HEALTH INSURANCE

HEALTH SOLUTIONS

Florida Blue is an Independent Licensee of the Blue Cross and Blue Shield Association.
ORGANIZATIONAL STRUCTURE

GUIDEWELL
Mutual Holding Corporation

- Health Insurance
- GUIDEWELL Health Group
- GUIDEWELL Connect
- Diversified Service Options/First Coast Service Options/Novitas
Florida Blue in the Community
## MISSION, VISION AND VALUES

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<th>Mission</th>
<th>To help people and communities achieve better health</th>
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<td>Vision</td>
<td>A leading innovator enabling healthy communities</td>
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<tr>
<td>Values</td>
<td>Respect, Integrity, Imagination, Courage, Excellence</td>
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- Respect, Integrity, Imagination, Courage, Excellence
Building Healthy, Strong Communities

Riverside YMCA Florida Blue Fitness Center

Feeding America Tampa Bay

Community Gardens South Florida

Sapphire Awards & Symposium
Florida Blue Foundation
Strategy Refresh
Self-Assessment

• The Florida Blue Foundation programs and processes were reviewed to ensure they remained relevant and aligned with:
  – The needs of the community
  – The strategies of Florida Blue, our parent
  – The changing landscape of the health care system
  – The health needs of Floridians and their communities across Florida

• Florida Blue Foundation will focus on four major areas of community need
Innovation in Four New Focus Areas

1. We will seek partnerships with organizations to assist the Foundation with **advancing innovative solutions** in the health care system
   - Fund competitive grants
     - Innovative ideas and programs
     - Propose best practice models for new health solutions
     - Serve underserved populations
   - Focus on access to affordable, nontraditional health service delivery
Innovation in Four New Focus Areas

2. We will partner with organizations that seek to improve consumer health through healthy lifestyles and promote better health in communities.

- Develop competitive grant programs
  - Family wellness in multicultural populations
- Use already developed sound evidence-based materials where appropriate
Innovation in Four New Focus Areas

3. We will continue to partner with organizations that improve the **quality and safety of patient care**

   - Continue to co-lead Florida Action Coalition
   - Develop health professional programs
     - Focus on workforce shortages and expertise to serve special populations
       - Seniors, disabled, etc.
   - Explore opportunity for grants
     - Caregiver education
     - Support for “aging in place” programs
Innovation in Four New Focus Areas

4. We will partner with programs and organizations that focus on **building healthy, strong communities**

- Fund local grants
  - Meet local community needs
  - Improve health and well-being

- Cover four areas of focus
  - Education/Literacy, especially birth through 5
  - Health & Human Services
  - Arts & Culture
  - Community Development
Throughout our history, Florida Blue has embraced the understanding that we have a responsibility to support and enrich the quality of life for the people we serve and the communities they call home. We're committed to helping people and communities achieve better health and it's a commitment rooted deep in our heritage and our belief that we can be a catalyst for positive change.

**Community Service**
We've always valued community service and we dedicate our time and energy to participate in service projects around the state of Florida.

**Corporate Partnerships**
We proudly support active lifestyles through our long-standing partnerships and support of festivals, expos and health forums.

**Partners in Education for Business Success**
We believe education and training are keys to a bright future, so we partner with high schools, colleges and universities to connect academic experience with the business world.

**The Florida Blue Foundation**
The Florida Blue Foundation provides support to charitable organizations to strengthen the communities we call home.

**Our Retail Centers**
Our retail centers allow us to connect with people and communities where they live and work.
Florida Blue Foundation, founded in 2001, is a separate philanthropic affiliate of Florida Blue, Florida's Blue Cross and Blue Shield company. The mission of the Foundation is to improve the health and well-being of Floridians and their communities. The Foundation strategically allocates grants toward philanthropic, community-based solutions through its five focus areas of improving Access to Health Care, Consumer Health, Quality and Safety of Patient Care, Quality of Life, and Health Care System.

What's New...

Please join us for the 2014 Sapphire Awards Symposium

Register for April 23-24 and plan to attend the 2014 Sapphire Awards and Symposium. This event will be held at the Renaissance World Golf Village Resort in St. Augustine, Florida. We plan to have an excellent program, great exhibitors, and outstanding honorees. Registration information and an agenda can be accessed by clicking here.

For More Information

Email us at thebluefoundation@bcbsfl.com
Build Healthy, Strong Communities

Our commitment to making a positive impact in the community is firmly rooted in our core company value to help people and communities achieve better health. Working in partnership with nonprofit organizations, the Florida Blue Foundation addresses critical issues in local communities, opening the opportunity to better enable our neighbors to reach their potential.

Build Healthy, Strong Communities encompasses applications for programs and support related to improving education/literacy, especially birth through 5; health and human services; arts and culture; and community development.

If you’d like to request support for your program, please access the application by clicking on the link in the yellow box to the right. Once your application is received, our review team will rank it against our criteria and respond within 60 days. Please click on the links below for more helpful information about our charitable giving program:

- Policy Statement
- Eligibility
- Investment Areas

We’re proud to be a leader in improving the health and well-being of our Florida communities. Below is a sampling of the organizations we’re partnering with to make a healthy difference:
To submit an application for a Build Healthy, Strong Communities grant, select “Program Support”

To submit an application for corporate sponsorship and events, select “Event Sponsorship”
Need Additional Information

- Volunteer opportunities
- Non-profit Board opportunities
- In-kind donations, including collections

CommunityRelations@floridablue.com
We value you as community partners.
“At the end of the day, our mission – helping people and communities achieve better health – is our reason for existence.”

— Jason Altmire