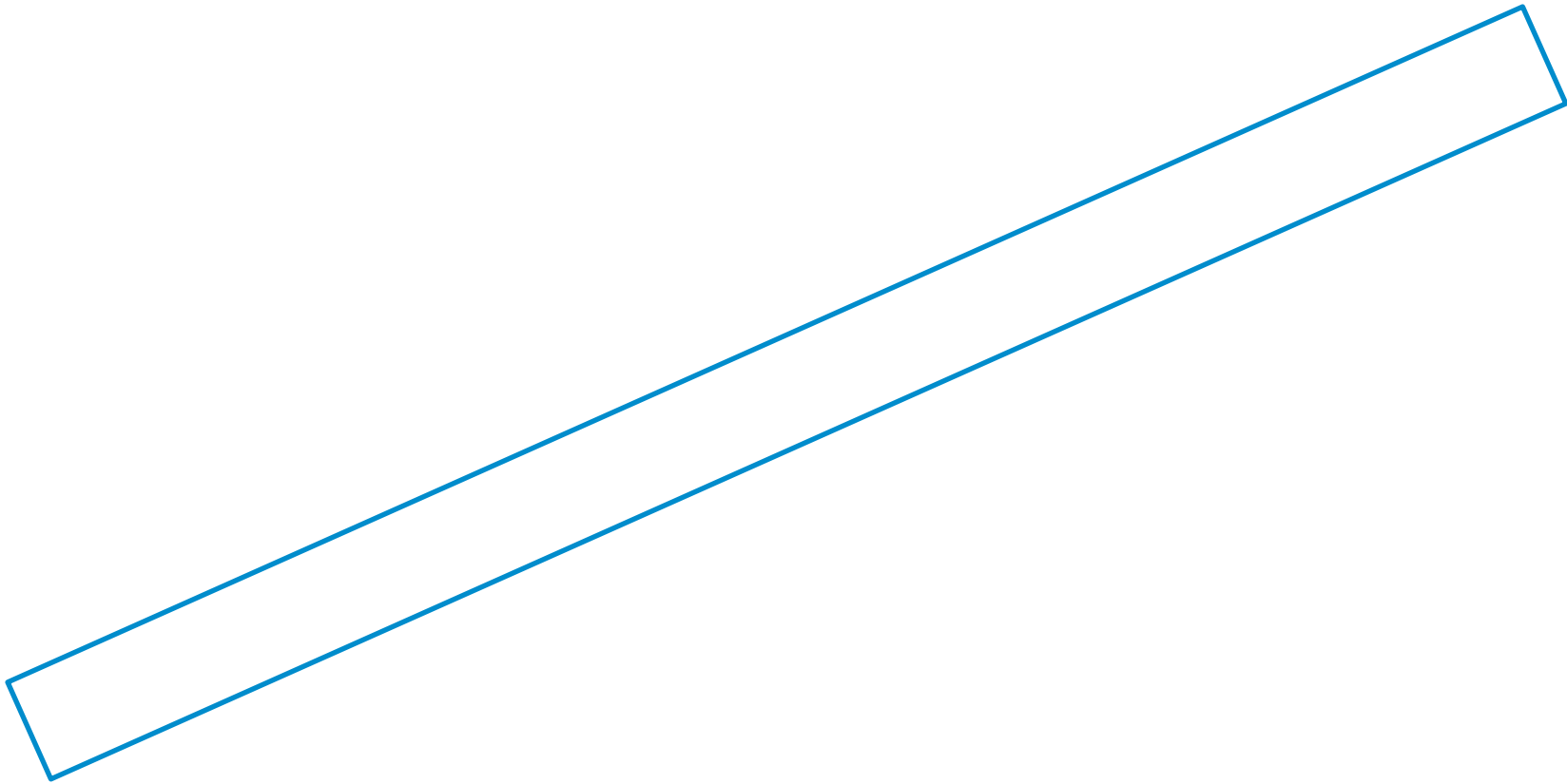


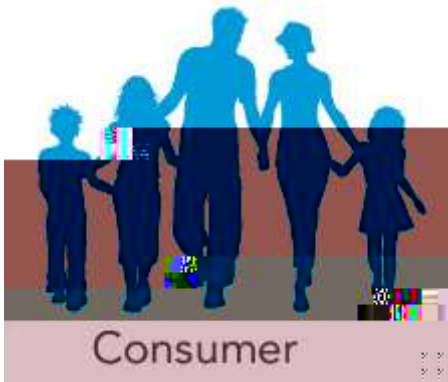
Pat Geraghty

Chairman and CEO, Florida Blue

November 13, 2013



# HOW HEALTH CARE IS CHANGING...



# MISSION, VISION AND VALUES

## Mission

To help people and communities  
achieve better health and quality of life

## Vision

A healthy, inclusive and vibrant  
healthy communities

## Values

Respect, Integrity, Teamwork,  
Courage, Excellence

# FLORIDA BLUE – WHO WE ARE

OUR PROPOSED MODEL ENABLES TWO STRONG BRANDS



# Health Insurance EVOLUTION to Health Solutions

An Independent Licensee of the

HEALTH INSURANCE

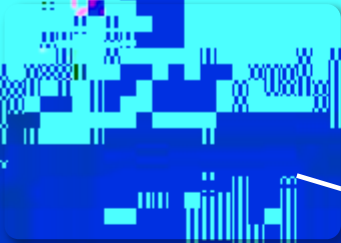
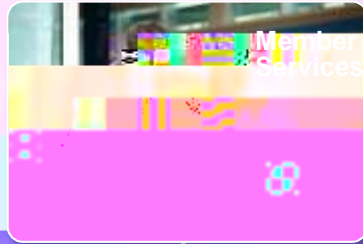
HEALTH SOLUT



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



# RETAIL CENTERS



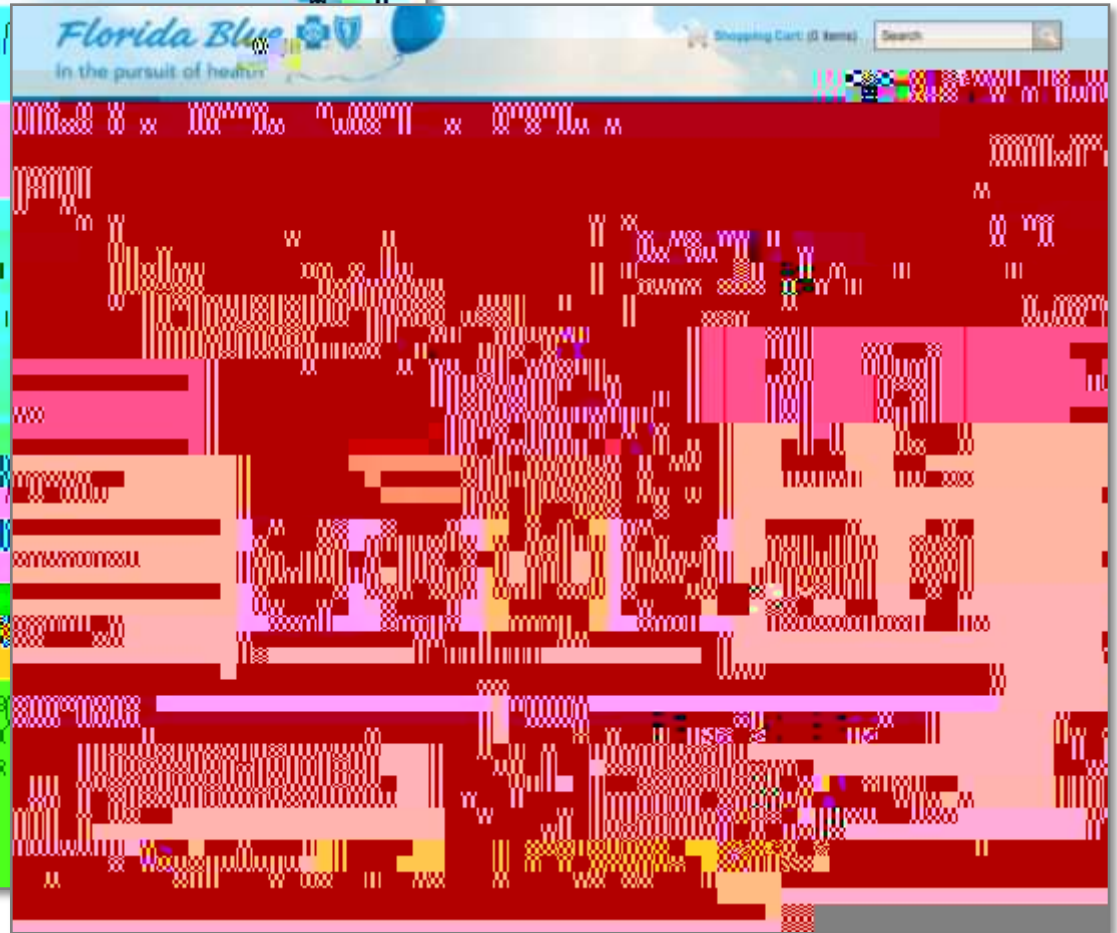
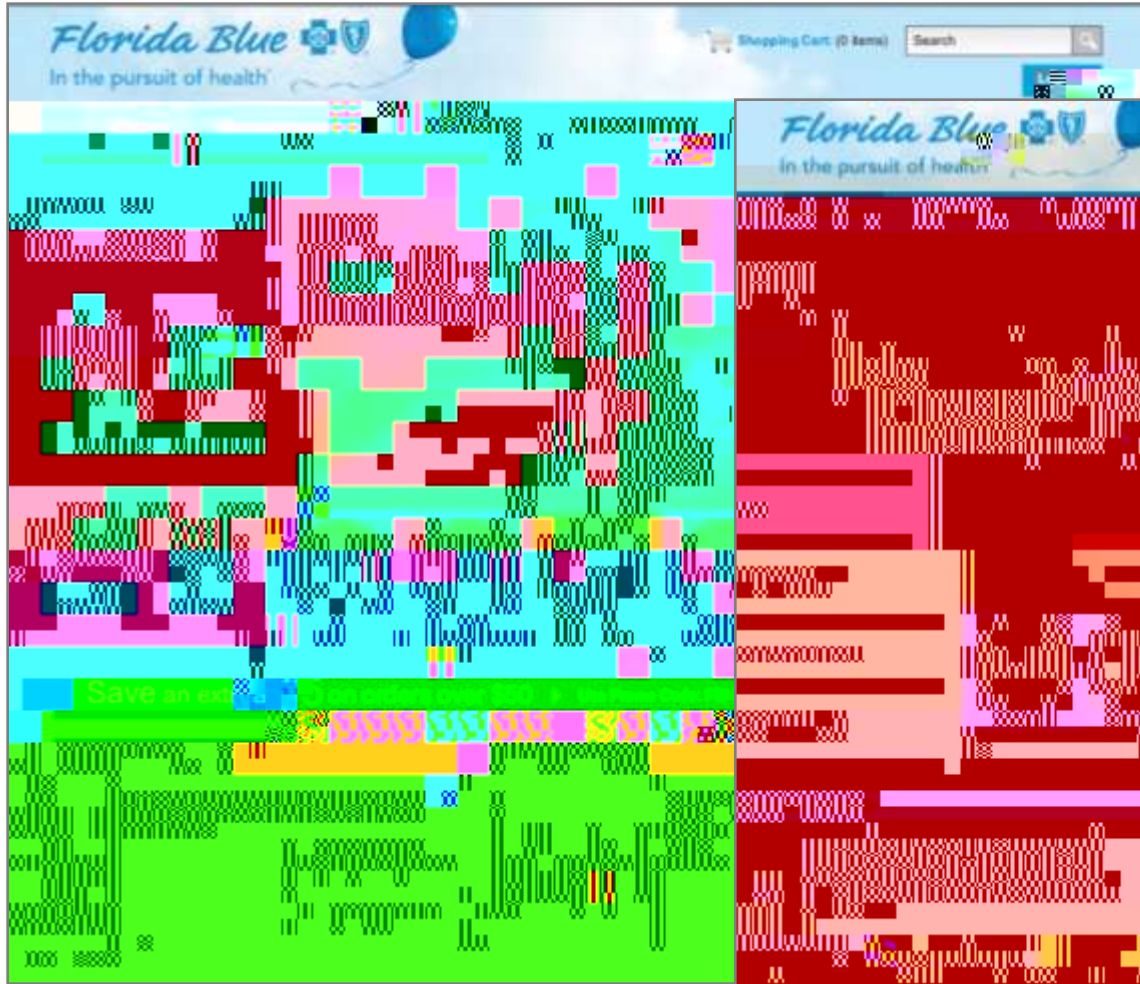


# RETAIL CENTERS





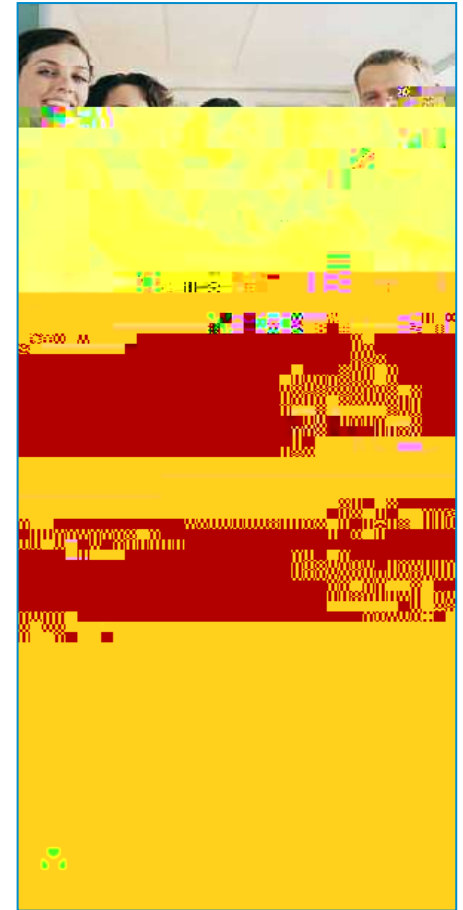
# HEALTH SHOP



# INNOVATIONS DRIVE MEMBER ENGAGEMENT ENGAGEMENT/SUPPORT

Better You From Blue<sup>SM</sup>  
Worksite Wellness

Mobile Web Applications



Care  
Consulting  
Navigation

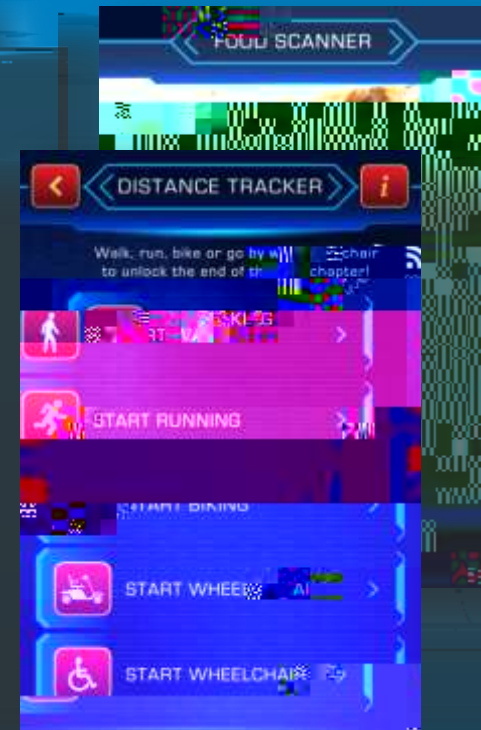
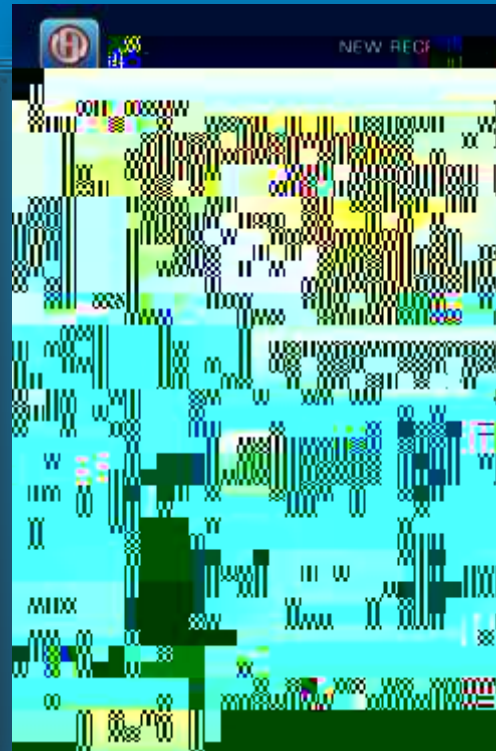
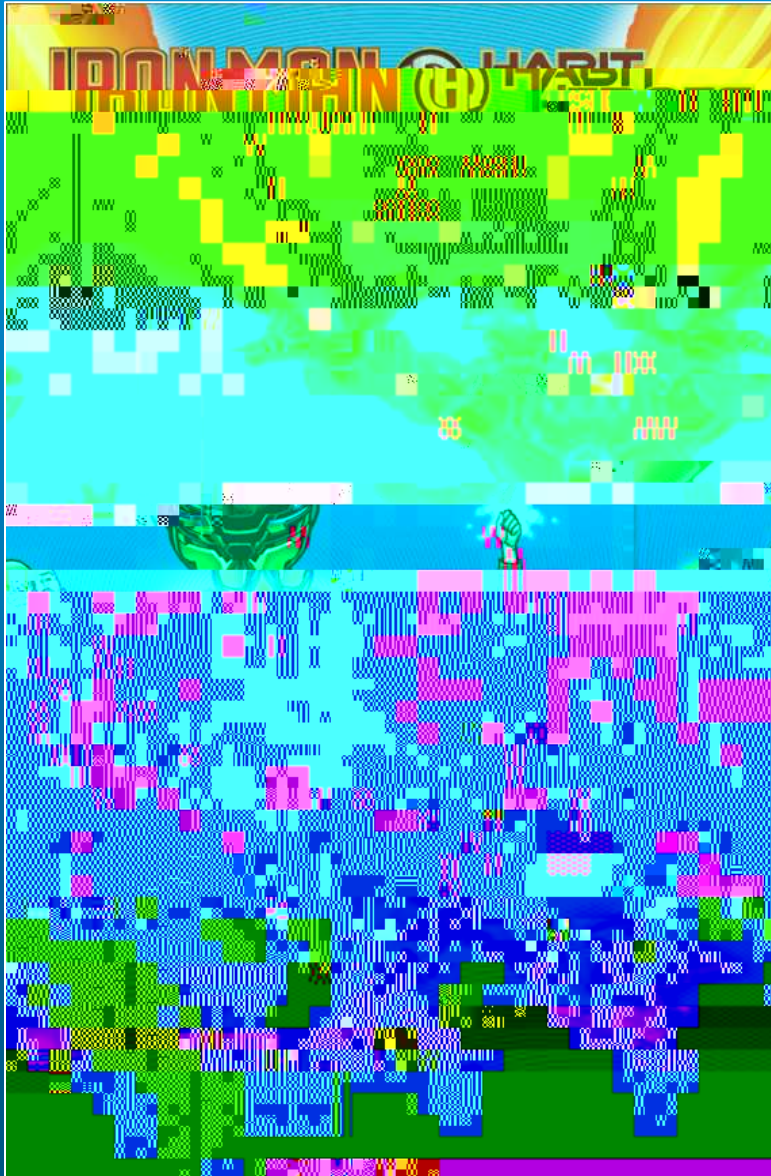


INNOVATION AT

FLORIDA BLUE



# HABIT HEROES



# BUILDING STRONG COMMUNITIES

Riverside YMCA Florida Blue  
Fitness Center



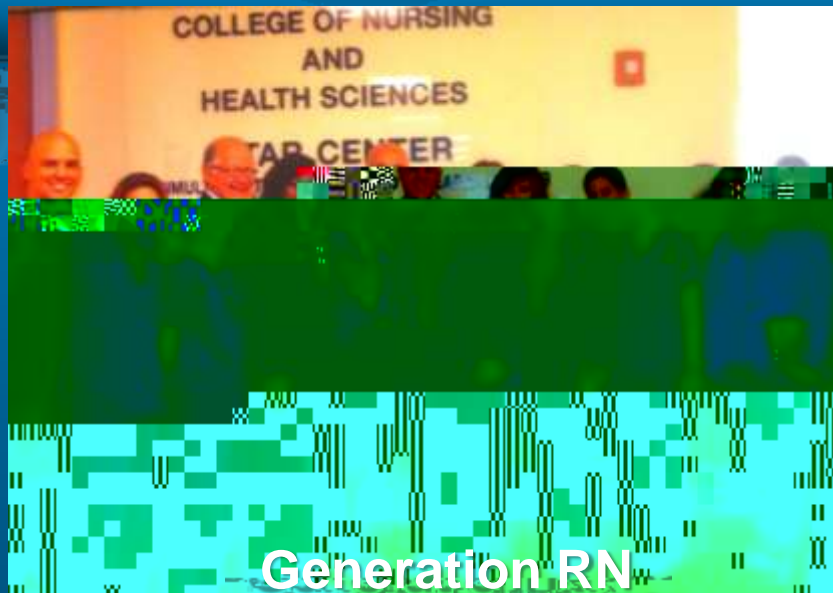
Feeding America Tampa Bay



Community Gardens



Generation RN





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