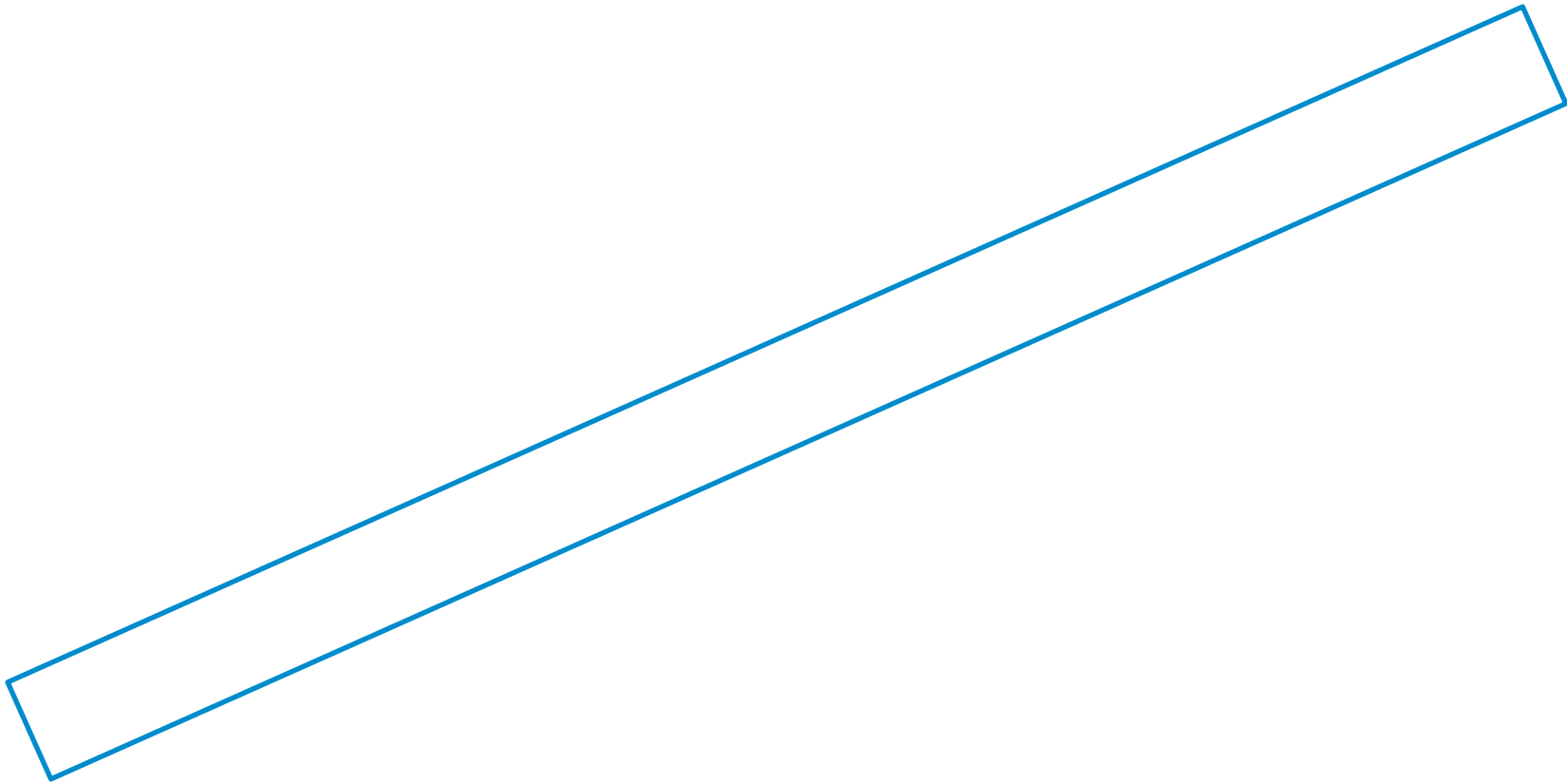


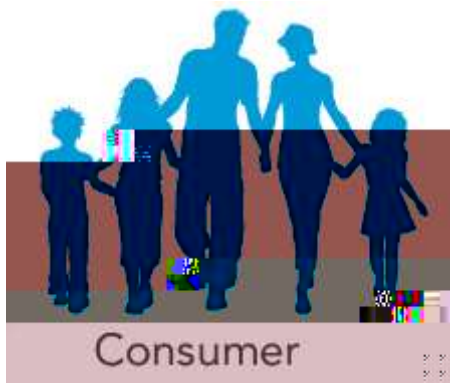
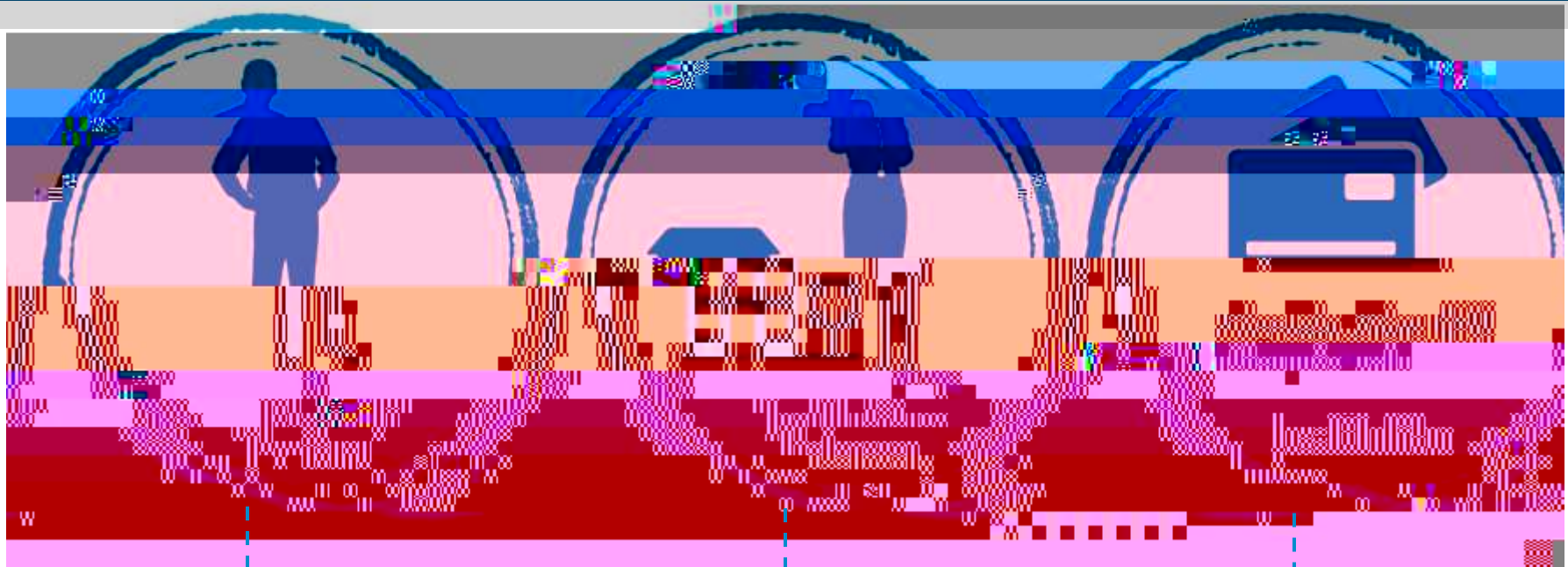
Pat Geraghty

Chairman and CEO, Florida Blue

November 13, 2013



# HOW HEALTH CARE IS CHANGING...



# MISSION, VISION AND VALUES

## Mission

To help people and communities in  
improve health and quality of life

## Vision

A healthy and inclusive society and  
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  
Blue Cross and Blue Shield

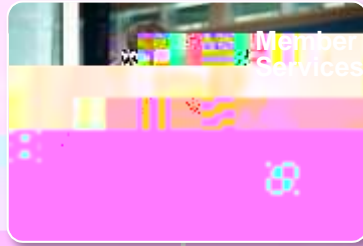
HEALTH INSURANCE

HEALTH SOLUTIONS



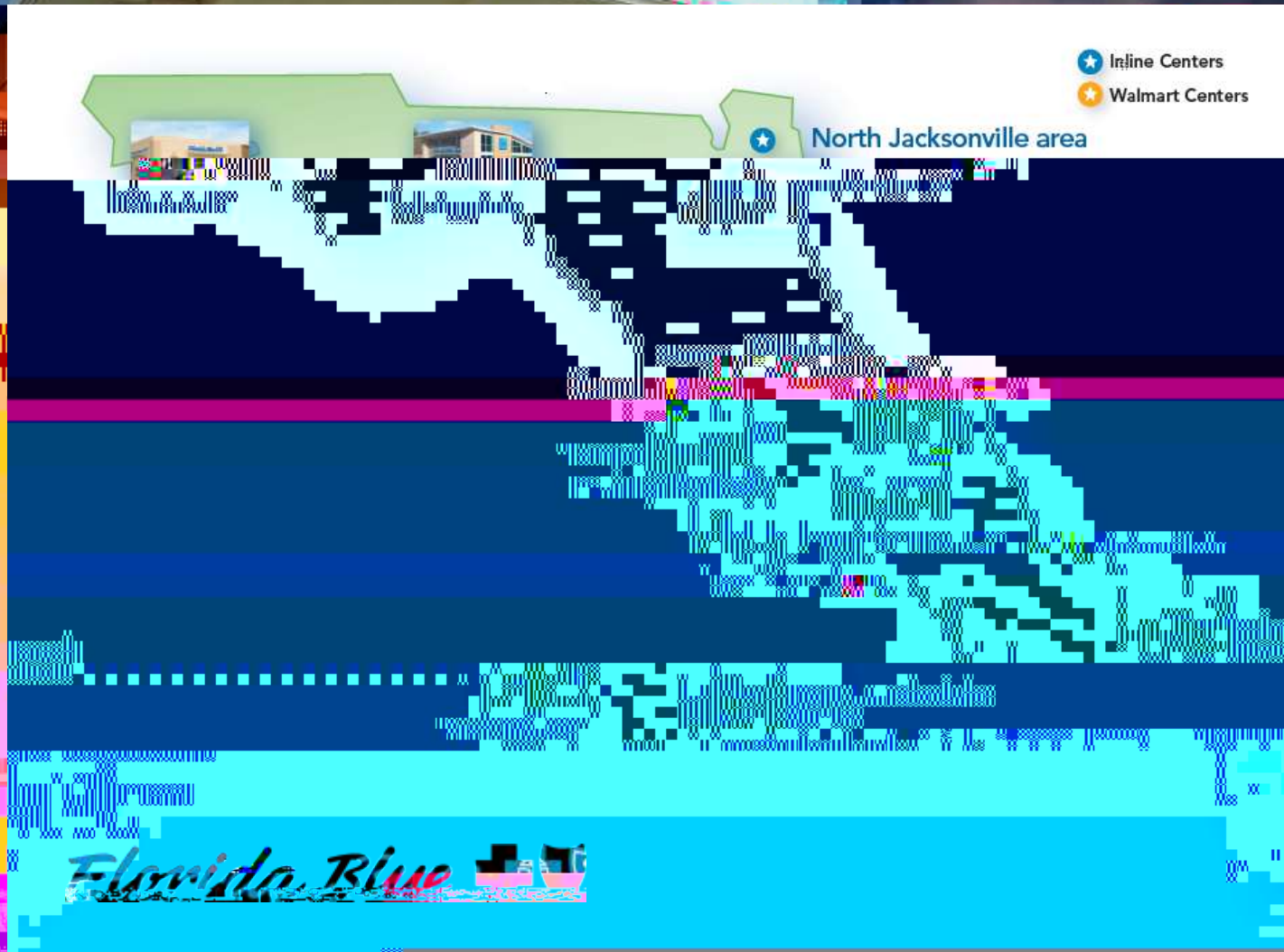


# RETAIL CENTERS





# RETAIL CENTERS





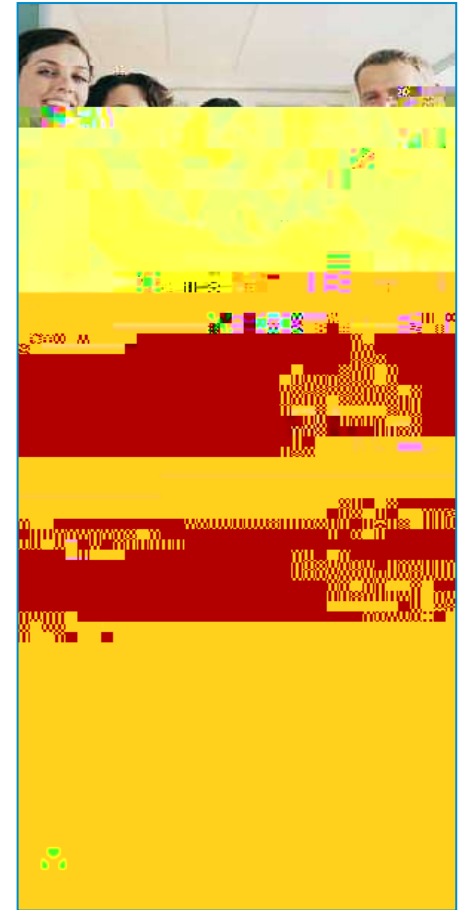
# HEALTH SHOP



# INNOVATIONS DRIVE MEMBER ENGAGEMENT ENGAGEMENT/SUPPORT

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

Mobile Web Applications



Care  
Consulting  
Navigation



INNOVATION

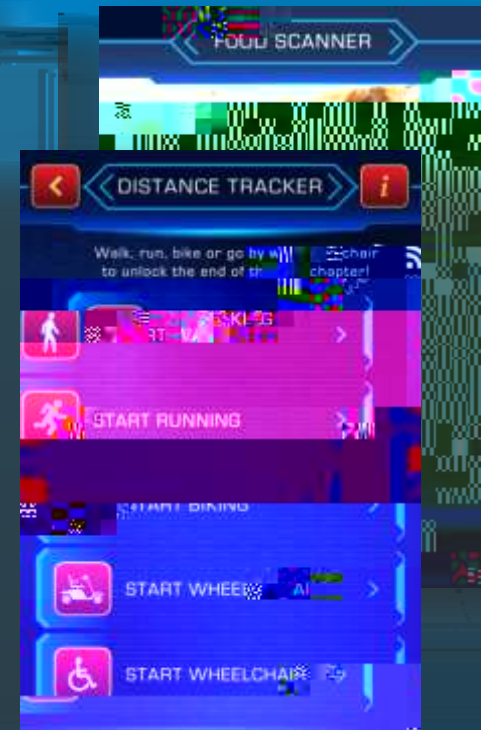
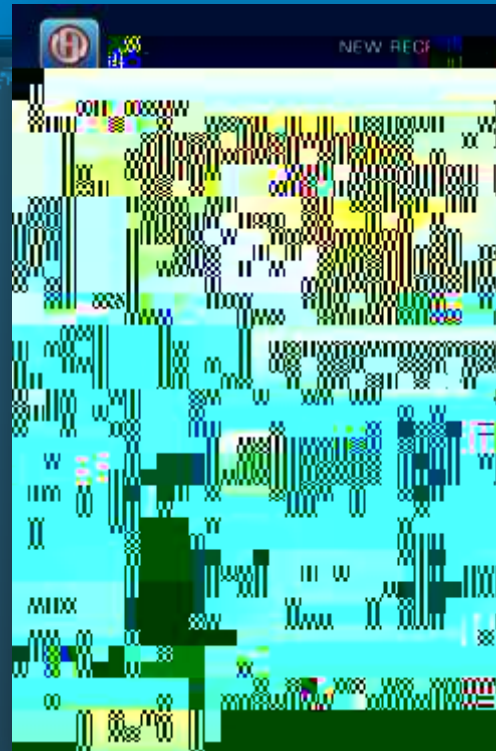
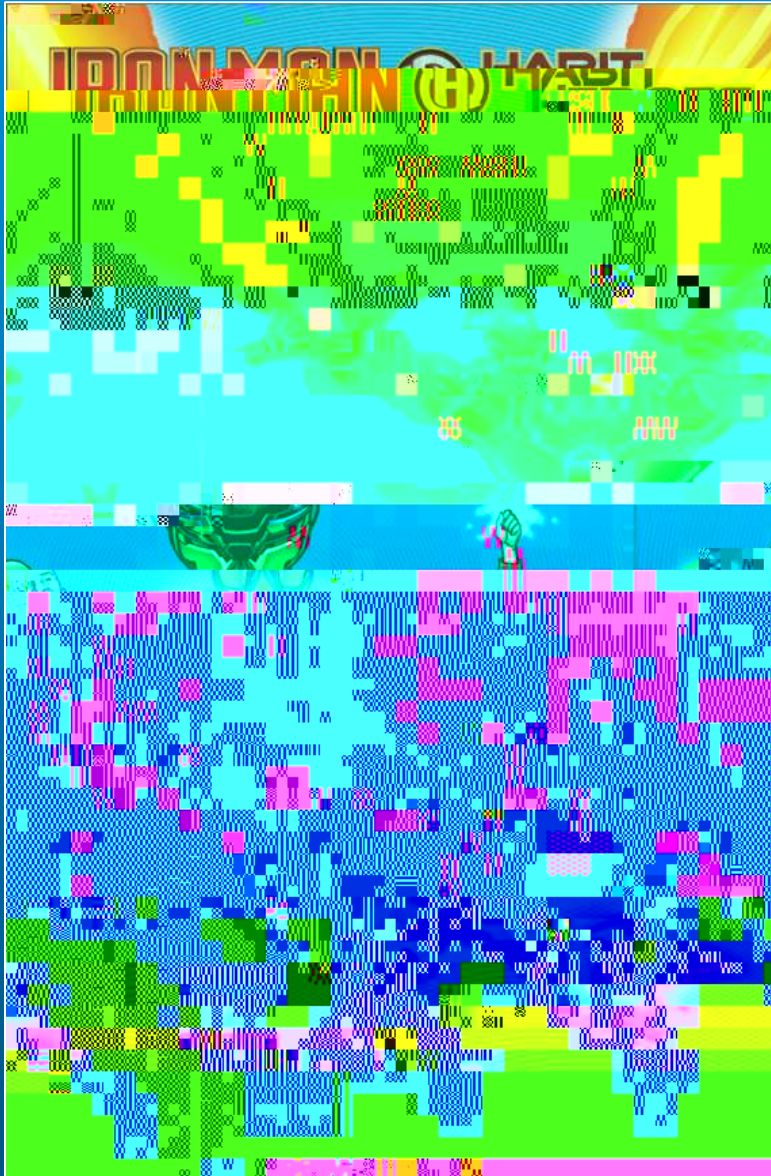
FLORIDA BLUE

# PARTNERSHIPS





# HABIT HEROES



# BUILDING STRONG COMMUNITIES

Riverside YMCA Florida Blue  
Fitness Center



Feeding America Tampa Bay



Community Gardens



Generation RN

