

GuideWell Enterprise Brand Stories

INTEGRATING OUR FAMILY OF COMPANIES

USAGE

The following pages share brand narratives and logo lockups for our family of companies. They highlight the assets' independent value, as well as the benefits of being connected to a larger enterprise. The stories and logos can be used in applicable marcom materials, thought leadership, and corporate talking points.

Please contact Brand-Guidewell@GuideWell.com with questions or comments.



ASSET INTEGRATION STORIES

Florida Blue

Florida Blue is a part of the GuideWell family of companies



A GuideWell Company

[Download Florida Blue Story and Logo Lockup](#)

That means better health solutions for everyone

Our communities are at the center of everything we do, and we will never rest when it comes to providing them with new and better health solutions. Being part of a larger health-focused enterprise strengthens this continued evolution to providing care and guidance for every aspect of health—physical, mental, and social. We'll relentlessly strive for deeper connections with all Floridians and their communities so that we can deliver access to affordable, quality care for members, their families, and even their businesses.

As a part of the GuideWell Enterprise, Florida Blue delivers much more than insurance. Instead, we leverage the power of the GuideWell family of companies to provide true health solutions with:

- **A holistic approach.** By leveraging shared learnings from our fellow GuideWell companies, we can effectively, and in a coordinated manner, care for all aspects of our members' health and well-being. And part of achieving this is finding new ways to simplify the health care experience and make it more accessible for all.
- **Culturally relevant care.** The valuable multicultural understanding from our Enterprise partners, like Triple-S, have allowed us to deliver care and coverage that speaks our members' language and lets them know that we are with them—regardless of where they call home. This has also equipped us to deliver care in ways that are more inclusive and empathetic to the many diverse communities of Florida and beyond.
- **Care wherever and whenever it's needed.** In-home care can be a crucial need. Our enterprise partner, PopHealthCare, provides a personal approach to care delivery so that you get the peace of mind you deserve. We also know how important it is to have a seamless primary and specialty care experience, so we offer GuideWell Primary Care and Diagnostic Clinic Medical Group to deliver it. And when emergency care is needed, GuideWell Emergency Doctors is available. All of these care options are available to Florida Blue members as part of the GuideWell family of companies.
- **Solutions for businesses.** Our partnership with WebTPA strengthens our administrative services capabilities for Florida's small, medium, and large businesses. Flexible, customizable solutions make self-funded plans easier to manage and administer. From claims management and plan design to network coverage and ancillary services, we help you deliver the best health plan solutions to your employees.

We've served Floridians for more than 75 years as the state's Blue Cross and Blue Shield plan and over that time, we've listened. And now, with the advantage of being part of a strong, multifaceted Enterprise, we can deliver the real, meaningful health solutions that our members deserve.

Triple-S



Triple-S Salud and Triple-S Advantage are a part of the GuideWell family of companies

[Download Triple S Story and Logo Lockup](#)

That means better health outcomes and increased access to care for the people of Puerto Rico

Triple-S Salud and Triple-S Advantage, Puerto Rico's BlueCross BlueShield, are meaningful to those that live and grew up on the island—and we're always striving to better improve the lives of our members. And now, being a part of the GuideWell Enterprise means that we're even better equipped to continue to help them be their healthiest with coverage and care that is easy to access, of the highest quality, and considers every aspect of their well-being.

Triple-S is now able to leverage the power of the GuideWell family of companies to continue growing in our pursuit transform healthcare in Puerto Rico and enable healthy lives of our local communities with:

- **A continually strengthening holistic approach.** GuideWell has a meaningful presence in many aspects of the health spectrum. Being able to leverage all of those facets helps us to integrate care more effectively in all aspects of our members' health and well-being, especially in finding new ways to make the health care experience more seamless and accessible for all.
- **Shared learnings.** By leveraging enterprise learnings across the health spectrum in areas like care in the home, mental health, and urgent care, we're able to provide best-in-class care and coverage—even for the most vulnerable members of our population—that meaningfully advances health for people and communities across Puerto Rico.
- **An expanded reach.** Through our relationship with our sister company, Florida Blue, our members will feel confident that their health is being cared for wherever they are. We're learning more about the health ecosystem in Florida and teaching the enterprise about ours. This means that we can better serve and care for their members here and they can serve and care for our members there as they travel back and forth.
- **Increased capabilities.** Utilizing a wide array of tools, resources, and experiences like the social impacts on health, the role of innovation, and consumer insights, we're able to reach our communities at every point of their health journey. For example, we're continuing to grow our Medicare Advantage business through in-home care delivery, analytics and behavioral health insights, and additional customer support capabilities.

Triple-S Salud and Triple-S Advantage are the most trusted names in Puerto Rico when it comes to health care and coverage. And now, with the advantage of being part of the strong, multifaceted GuideWell Enterprise, we're leveraging expertise to drive improved health outcomes, seamless access, and health equity for the people and communities we serve.

PopHealthCare/Emcara

PopHealthCare/Emcara is a part of the GuideWell family of companies

That means better home-based primary care for those that need it most

With a passionate team of dedicated healthcare experts, PopHealthCare's national medical group, Emcara Health, improves the quality of life for vulnerable populations and others challenged to access care in traditional settings. And now, as part of GuideWell, a large, health-focused enterprise, we're able to evolve our integrated suite of care solutions that span advanced primary care, complex care management and treatment, transition of care, and annual in-home assessments.

And now, as part of the GuideWell Enterprise, we're continuing to strengthen our offerings while creating new ones through:

- **Innovative health care delivery.** We're continually working to improve the way in which people receive the care they need. Leveraging GuideWell's wide reach within the industry, we can offer home-based advanced primary care (HBAPC), either as primary care physician of record or in collaboration with community-based providers, like Diagnostic Clinic Medical Group and Sanitas, to more patients across the country, ensuring successful care delivery and support to those who need it.
- **A deeper understanding of our audience.** Using our respective knowledge of our customer base, we're building upon cross-functional, enterprise-level care experiences to further develop an already robust suite of care solutions that fully meet patients' needs—both clinically and socially.
- **Improved technology and cost.** From portable diagnostics to telehealth, the enterprise continues to invest in and guide us so that we can continue to expand the range of patients whose health can be effectively and safely managed from the convenience and comfort of home. And with a focus on analytical transparency, we're reducing the total cost of care by up to 20% for vulnerable populations.
- **An expanded impact.** Care is a language—challenging to speak and always evolving but it's one we're well-versed in. We are relentless in using our deep understanding to create stronger relationships with patients, caregivers, and insurers. Together with GuideWell, we can enlarge the enterprise's national footprint by partnering with health plans and care delivery systems.

PopHealthCare/Emcara is known for delivering advanced supportive care to those that need it most. And with the advantage of being part of a strong, multifaceted Enterprise, we're able to grow and expand our care solutions to produce a true value-based offering and continue being the trusted guide that patients depend on for their home-based care.

WebTPA

WebTPA is a part of the GuideWell family of companies



[Download WebTPA Story and Logo Lockup](#)

That means ever-growing options for businesses and their employees

We partner with self-funded employer groups to deliver the tools, technology, and know-how when it comes to plan design and administration. WebTPA takes a customized approach in designing, implementing, and managing benefits programs—so that it's easier and more efficient for businesses and better for their employees.

And now, as a part of the GuideWell Enterprise, we're able to do this in an even more meaningful way with:

- **Understanding of the complete health spectrum.** We're able to leverage the experience and learnings from the GuideWell family of companies that span the health ecosystem. This helps us advance our support for self-funded employer groups in getting the most out of their benefits programs.
- **Deeper audience understanding.** While we know our audience well, we also recognize that business and member needs are ever-changing. The Enterprise has invested in research and data that we're able to access to meet our clients' needs even more effectively.
- **A broadened meaning of health.** GuideWell has a span of companies that touch nearly every facet of the health care spectrum and we're able to harness that experience and knowledge. From our care management capabilities that span chronic condition management, population health management, and so much more, to our OnSiGHT Health solution that brings medical directors and certified case manager to review and assess care plans, we're delivering so much more to those that depend on us.
- **Continued growth.** WebTPA is continuing to grow our customer base, and this has been bolstered with the many resources of the GuideWell Enterprise. We've collaborated to develop a new model to serve administrative services customers in Florida.

WebTPA is widely known among business owners and stakeholders for equipping them to better care for their employees and their bottom line. And now, with the advantage of being part of a strong, multifaced Enterprise, we're able to bolster our offerings while enhancing GuideWell's collective capabilities and overarching influence.

Florida Health Care Plans

[Download FHCP Story](#)

Florida Health Care Plans is a part of the GuideWell family of companies

That means better coverage and care for our members

Recognizing that health insurance and care should be a personalized experience, Florida Health Care Plans (FHCP) has delivered both on a local and individual level for more than five decades. And as part of an enterprise made up of a family of companies focused on the many facets of the healthcare ecosystem, we're able to steadily strengthen our capabilities, service, and mission. Our members have continued to depend on us for reliable coverage and high-quality, integrated care with minimized risk of unexpected costs, increased coordination, and easier access to clinical data.

FHCP is now able to leverage the power of the GuideWell family of companies to continue growing in our pursuit to create personalized, comprehensive health services with:

- **Direct innovation.** We never stop working to create the best possible health experiences for the communities we serve. In leveraging knowledge and know-how from enterprise partners like Florida Blue, we're able to inspire more confidence for prospects, while delivering optimal care, comfort, and convenience for members.
- **Advanced care delivery.** FHCP serves five of Florida's counties with an extensive list of providers and facilities that span the health care gamut—from primary and specialty care to radiology and diagnostic lab services. With shared learnings from our other enterprise partnerships that specialize in the different facets of care delivery, ranging from urgent and preventative to in-home and virtual, we're able to steadily strengthen and advance our services.
- **Bolstered research and analytics.** The enterprise has invested heavily in getting the crucial data it needs to better serve the communities throughout Florida. We harness this information to better inform our Population Health Management strategy that helps members get healthy, stay healthy, and manage existing chronic diseases.
- **BCBS credibility.** Blue Cross Blue Shield is a name that instills confidence in our members, prospects, and communities and being a part of the GuideWell enterprise has empowered us to utilize our association with them. It has also helped FHCP drive Medicare enrollment and deliver the proactive, quality, and affordable care that seniors deserve.

FHCP has successfully served Floridians for nearly 50 years, recognizing that we're not just their insurance company and health care providers, but also their neighbors. And with the advantage of being part of a strong, multifaceted Enterprise, we can assure our members that we'll continue to be their partners in health and never stop working to deliver more to them and their families.

Thank you.

FOR QUESTIONS, PLEASE EMAIL
BRAND-GUIDEWELL@GUIDEWELL.COM