

# Evolution

from Health **Insurance** to Health **Solutions**

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Chairman and CEO, GuideWell and Florida Blue

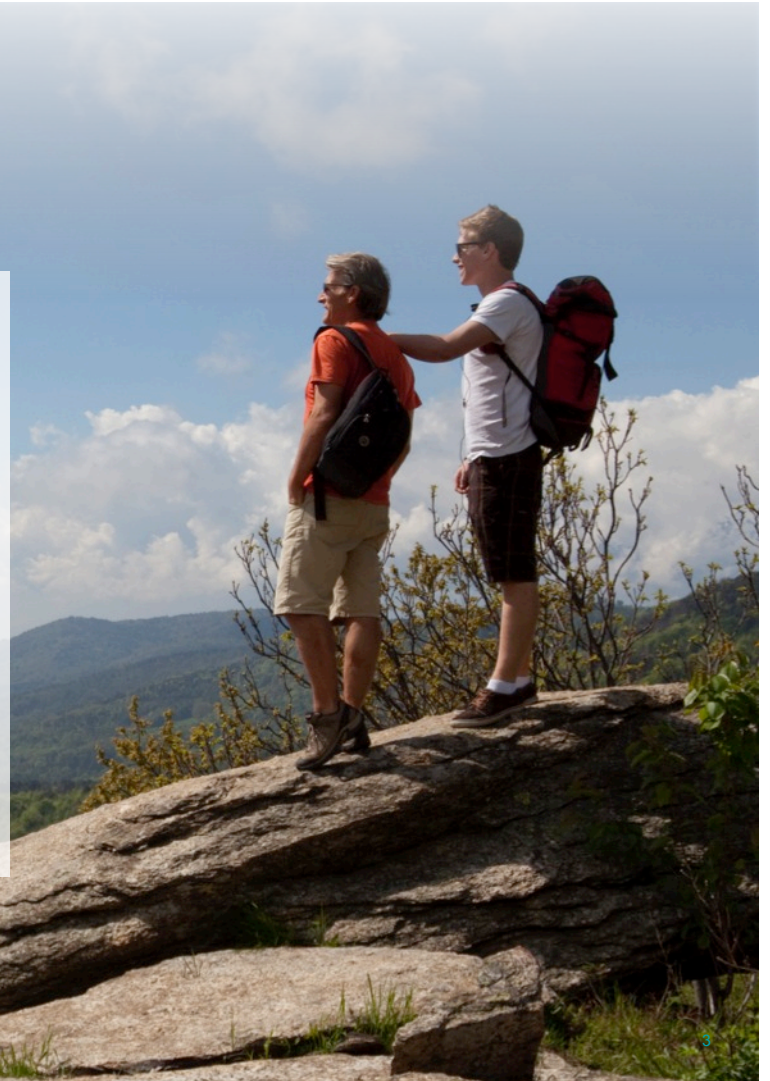
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# Agenda

- About GuideWell
- Company Structure
- Building Blocks of Our Health Solutions
  - Provider Engagement
  - Member Engagement
  - Economic Models

# GUIDEWELL

- Serves 15 million people across 14 states with over 5 million in Florida
- \$12 billion revenue
- 11,500 employees
- A data warehouse with approximately 45 terabytes of data
- Significant available capital

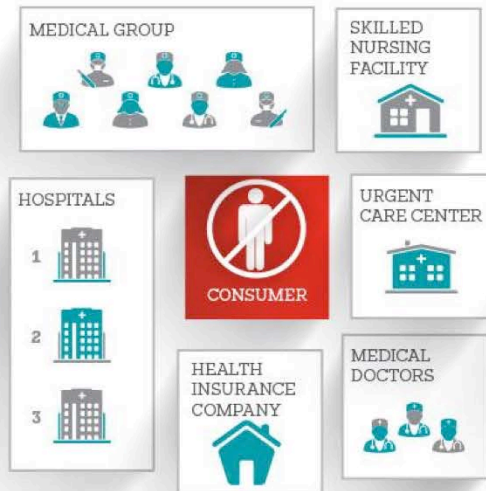


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# Shift to value-based world

## “Old World”



## “New World”



## “Future World”





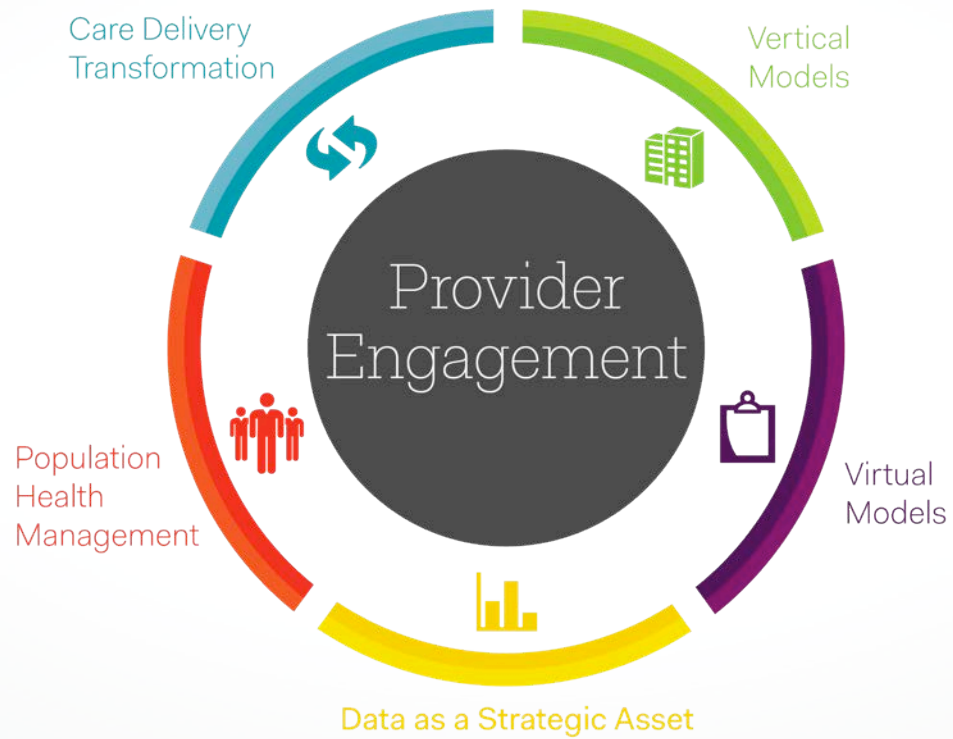
# Next Generation Health Solutions

Leveraging consumer engagement, analytics and differentiated provider relationships to create new models of care that address affordability, create a competitive advantage and bring new, innovative products and services to consumers and the health care value chain.

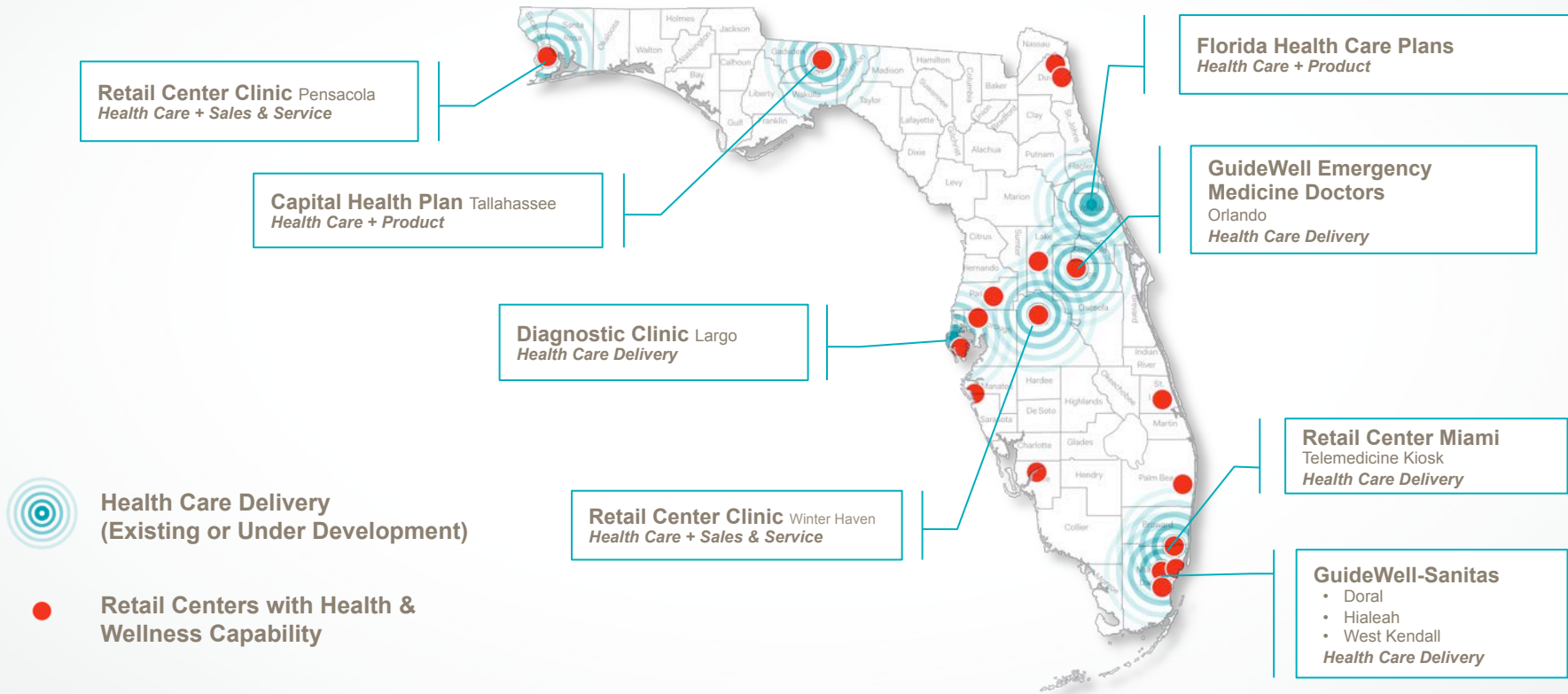
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# Provider Engagement



# Vertical Delivery Models





# Vertical Assets Executing Accountable Care and Addressing Affordability



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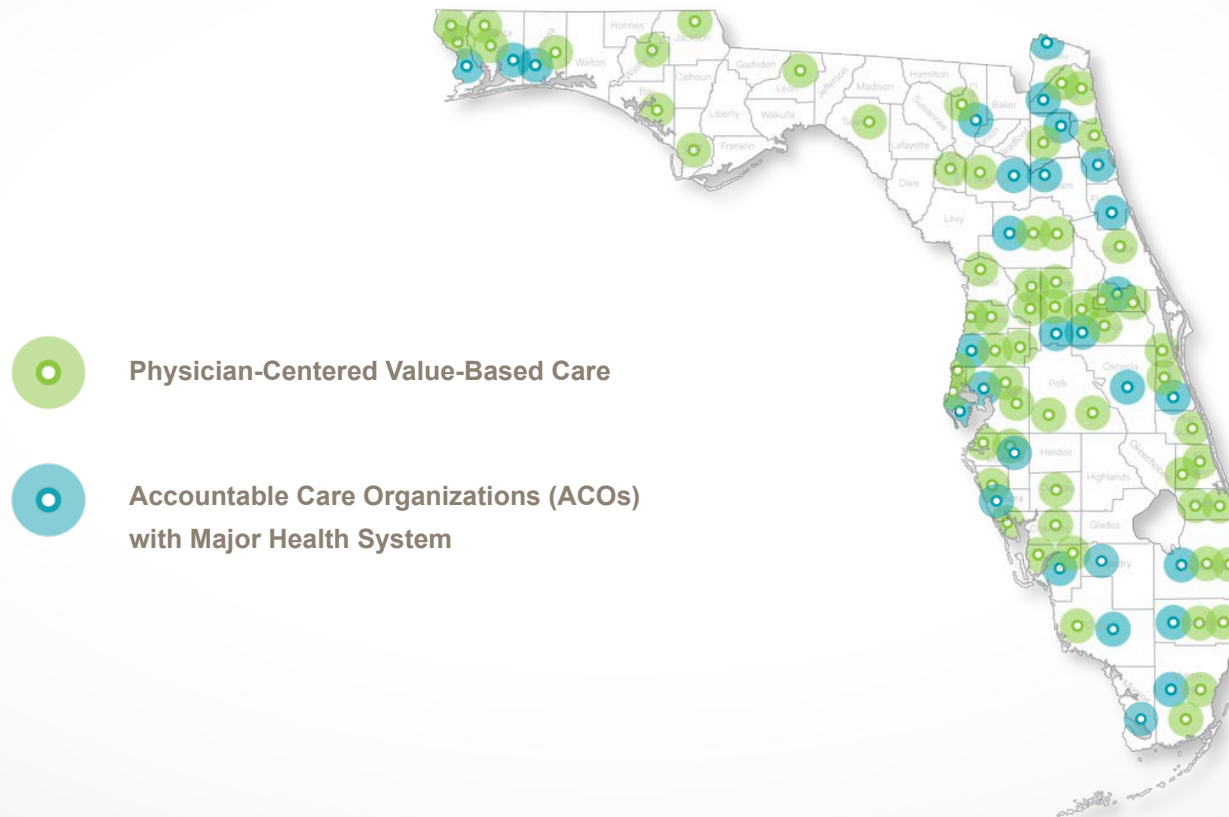
Alignment Healthcare  
CENTER

A GUIDEWELL Partner

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# Virtual Delivery Models

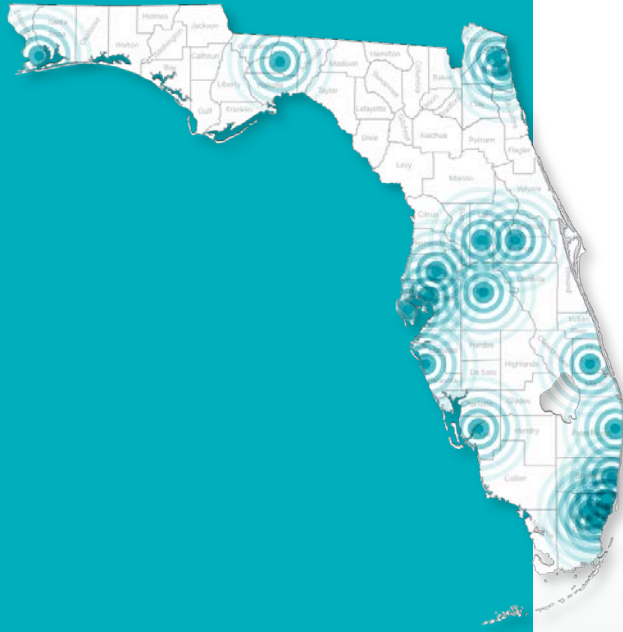


# Member Engagement





# Retail Solutions





## Economic Models - Increased Access & Affordability



# Innovation at Lake Nona Medical City



## Founding Alliances

Johnson & Johnson



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# Innovation at Lake Nona Medical City



GuideWell Innovation Center

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