Evolution
from Health Insurance to Health Solutions

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Chairman and CEO, GuideWell and Florida Blue
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
Shift to value-based world

"Old World"

- Medical Group
- Skilled Nursing Facility
- Hospitals
- Urgent Care Center
- Health Insurance Company
- Medical Doctors
- Health Solutions Company
- Skilled Nursing Facility

"New World"

- Medical Homes
- Health Solutions Company
- Skilled Nursing Facility
- Hospitals + Conveniences Care Clinic
- Multi-Spec Medical Home
- Consumer

"Future World"

- Medical Homes
- Health Solutions Company
- Skilled Nursing Facility
- Conveniences Care Clinic
- Multi-Spec Medical Home
- Consumer

GuideWell
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.
Provider Engagement

- Care Delivery Transformation
- Vertical Models
- Population Health Management
- Virtual Models
- Data as a Strategic Asset
Vertical Delivery Models

- GuideWell-Sanitas
  - Doral
  - Hialeah
  - West Kendall
  - Health Care Delivery

- Retail Center Miami
  - Telemedicine Kiosk
  - Health Care Delivery

- Florida Health Care Plans
  - Health Care + Product

- GuideWell Emergency Medicine Doctors
  - Orlando
  - Health Care Delivery

- Retail Center Clinic Pensacola
  - Health Care + Sales & Service

- Capital Health Plan Tallahassee
  - Health Care + Product

- Diagnostic Clinic Largo
  - Health Care Delivery

- Retail Center Clinic Winter Haven
  - Health Care + Sales & Service

- Retail Centers with Health & Wellness Capability

Health Care Delivery (Existing or Under Development)
Vertical Assets Executing Accountable Care and Addressing Affordability

ColSanitas + GuideWell Health = CliniSanitas
Vertical Assets Executing Accountable Care and Addressing Affordability

GuideWell + Crucial Care = GuideWell Emergency Doctors
Vertical Assets Executing Accountable Care and Addressing Affordability
Virtual Delivery Models

- Physician-Centered Value-Based Care
- Accountable Care Organizations (ACOs) with Major Health System
Member Engagement

Retail & Digital

Clinical & Consumer Data

Direct-to-Consumer Sales

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Retail Solutions
Economic Models - Increased Access & Affordability

- Financial Expertise
- Benefit Design
- Administrative Capability
Innovation at Lake Nona Medical City

Founding Alliances

Johnson & Johnson  GE  GuideWell
Innovation at Lake Nona Medical City

GuideWell Innovation Center
GuideWell