

ALIGNING YOUR COMPANY AND FOUNDATION'S SOCIAL IMPACT STRATEGY

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GUIDEWELL

WHO WE ARE

GuideWell is a not-for-profit mutual holding company and the parent to a family of forward-thinking companies focused on advancing health care. Established in 2014, we are at the forefront of the health care evolution, innovating, collaborating and advocating for a health care system that works better for everyone.

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Florida Blue	Triple-S Management	Florida Blue Foundation	GuideWell Health	GuideWell Venture Group	GuideWell Source	Web TPA
The leading health insurance company in Florida	The leading health care services company in Puerto Rico	A philanthropic affiliate committed to delivering on GuideWell's mission	A portfolio of clinical delivery organizations	A portfolio of companies focused on creating innovative health solutions for health plans	A provider of administrative services to state and federal health care programs	A market leading administrator of self-funded employer health plans

In total, GuideWell and its affiliated companies comprise more than 18,000 employees and serve more than 46 million people in 45 states, plus Washington, D.C., the U.S. Virgin Islands and Puerto Rico.

POSITIONED TO MAKE IMPROVEMENTS IN HEALTH OUTCOMES

Aligned Mission

An effective approach to improving health status reinforces GuideWell's mission of:

Helping people and communities achieve better health, while at the forefront of the evolution of health care, forging ahead by innovating, collaborating and advocating for better health care



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Valuable Assets, Partnerships, and Employees/Resources

GuideWell has built capabilities / assets and acquired or partnered with companies with similar missions of improving community health across the ecosystem



Community Partner

GuideWell has become a trusted voice in the community by working across the state with local nonprofits to address critical issues for Florida residents



Existing Momentum

GuideWell has taken strides in helping communities achieve better health by providing services, allocating grants for community-based organizations, and deploying Community Specialists

Retail Center Community Navigators

PHC In-Home Assessments

Medicare Community Health Workers

Commercial PoD Social Workers

PROJECT OBJECTIVES



Refine the overarching **vision for GuideWell's Corporate Social Responsibility efforts, including an enterprise-wide, integrated approach** to improving the health of members and Floridians



Prioritize **3-5 Drivers of Health** that GuideWell could impact based on stakeholder interviews, industry best practices, subject matter expertise, and quantitative analysis



Refresh the **Florida Blue Foundation Strategy** to drive alignment to enterprise goals, the CSR vision and the prioritized Drivers of Health



Develop a **governance model and a roadmap for sustained execution**, including impact metrics, and implementation plans



MOVE FROM BROAD AND DIVERSE TO FOCUSED AND PROGRAMMATIC

PRIOR STATE



Broad and Diverse Efforts

GuideWell's existing efforts around improving the health of communities are spread across many investments and issues, and sit within various parts of the organization

Gaps

- Lack of coordination
- Duplication of tools and resources
- Broad set of priorities without clearly aligned metrics

CURRENT STATE



A Programmatic Approach

GuideWell has the opportunity to create an enterprise-wide, integrated approach to improve the health of communities, align resources, and measure impact

Refinements

- ✓ Coordination across lines of business
- ✓ Prioritized and aligned tools and resources
- ✓ Defined focus areas and metrics

DRIVERS OF HEALTH – PRIORITIZATION STEPS

In order to narrow down focus areas and ultimately map initiatives, we must first align on an approach

Decide on an Approach



3 approach options:

- Option 1:** Specific Drivers
- Option 2:** Community Issue
- Option 3:** Disease State

Select Specific Focus Areas



After aligning on an approach, **select focus areas** based on the corresponding criteria and prioritize supporting **DoH**

Define Metrics and Map Initiatives



Define **metrics to track impact** for our selected focus areas and map **existing and new initiatives** to our framework

Focus

THREE CRITERIA FOR DRIVERS OF HEALTH PRIORITIZATION



ALIGNMENT

- How well does the DoH / issue align with the enterprise mission and goals?
- Does GW have a “right to play” and does GW already have momentum in this space?
- Will GW get appropriate brand recognition for these efforts in the community?



IMPACT




- By targeting this DoH or issue, how much **measurable impact** can GW have **on health** outcomes within the next **3 years**?
- Can GW truly **make a difference on the health status** of Floridians by targeting this DoH or issue?
- Will GW’s efforts in addressing this DoH or issue **differentiate GW in the marketplace**?



ACTIONABILITY

- Logistically, how **difficult will it be** to build programming and deliver impact around this DoH or issue?
- **Does GW have, or can we acquire**, the funding, capabilities, assets, staff, and infrastructure to be successful in these efforts?
- Can these efforts be **scaled** beyond initial target populations?

OUR EFFORTS ARE FOCUSED ON THREE DRIVERS OF HEALTH

Overarching Theme: Healthy Communities			
	 FOOD SECURITY	 HEALTH EQUITY	 MENTAL WELL-BEING
Goal	Impact food security of families and communities to help mitigate associated costly issues, which can be detrimental to health, development, and well-being	Improve health equity to ensure that families and community members have both the access and opportunity to attain full health potential and are not disadvantaged due to environmental, economic, and social circumstances	Advance mental well-being for families and community members to mitigate the stressors associated with such issues that often impact entire families and/or communities
Target Issues	<ul style="list-style-type: none"> • Access to healthy food for those that live in food deserts • Affordability of healthy food • Awareness and education surrounding proper nutrition 	<ul style="list-style-type: none"> • Access to health and health care for underserved populations • Provider awareness and education around the health inequity of patients • Access to health education 	<ul style="list-style-type: none"> • Awareness of current mental health status • Education around mental well-being and opioid/substance abuse • Support in addressing stress, anxiety, loneliness, addiction, etc.
Metrics	<i>Qualitative Metrics:</i> USDA Food Security Survey	<i>Qualitative Metrics:</i> Various surveys, case assessments, and focus groups	<i>Qualitative Metrics:</i> Harvard's Flourishing Measure Survey

OUR PROGRESS

Where We Were



Convened with members of the **FB Foundation Board and CSR team in two Working Sessions** to gather insights for the refresh of GuideWell's CSR vision



Conducted **25+ GuideWell stakeholder interviews** across the leadership team, regions, and business units, to create an inventory of current DoH activities and to inform the selection of DoH priorities



Analyzed **~45 DoH indicators** to uncover Florida's **needs across the proposed DoH** and conducted **review of industry best practices and studies** to inform the selection of focus areas

Where We Are



Refined the **vision and strategy** for GuideWell's CSR efforts



Selected the **DoH approach** and prioritized the specific **DoH focus areas**



Refreshed the **FB Foundation strategy** to align with the refined CSR vision and prioritized DoH focus areas



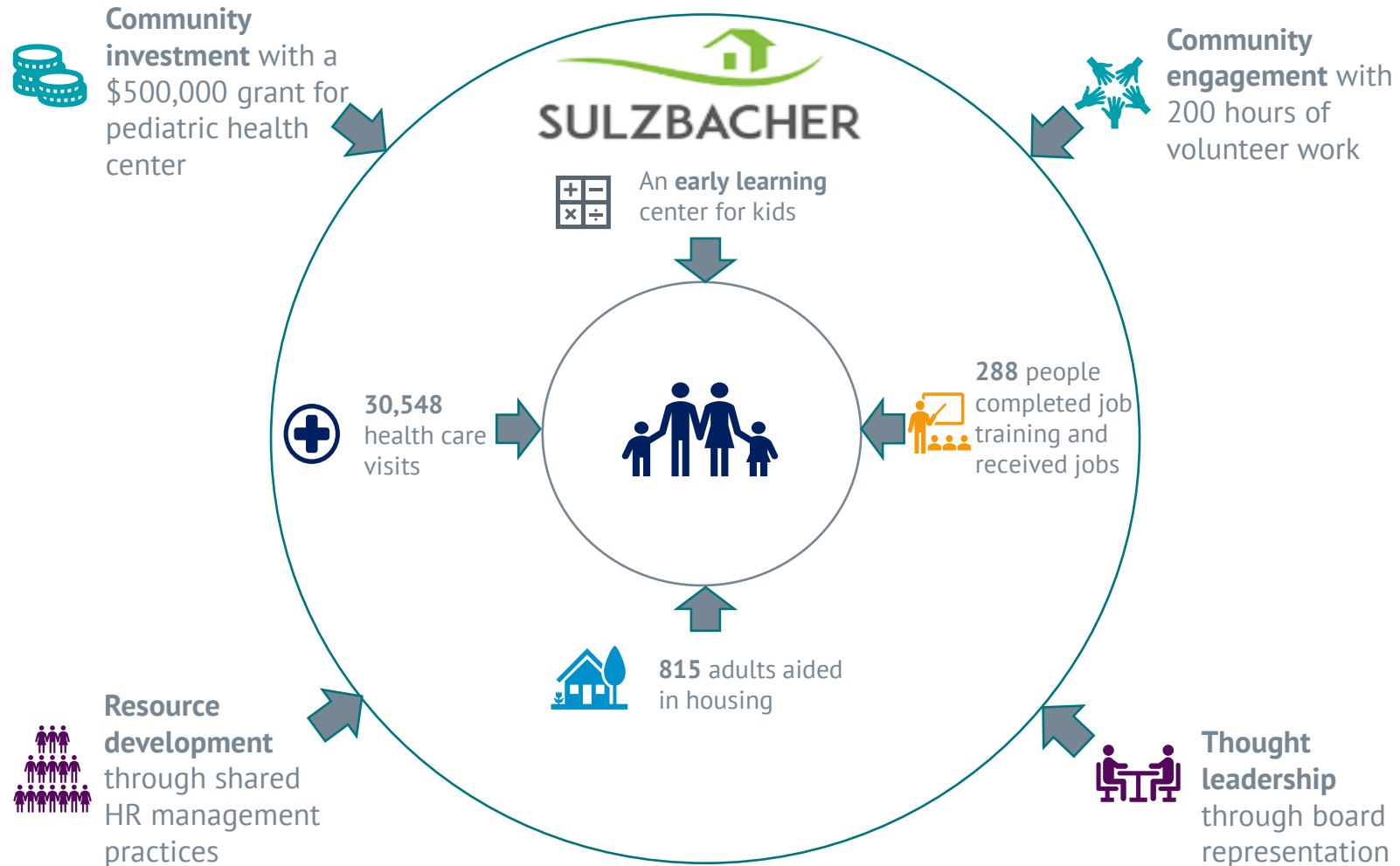
Identified clear **impact metrics**, a **governance structure**, and a **staffing model** to guide the development of the DoH approach



Developed a **90-day execution-level plan** and 12-to-18-month **strategic roadmap**

STRONG COMMUNITY PARTNERSHIPS = DEEPER IMPACT

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THE REFRESHED FLORIDA BLUE FOUNDATION STRATEGY

Foundation Objectives

- ✓ Improve the health outcomes of Floridians **through leveraging financial resources** and **social capital**
- ✓ Deliver **sustainable impact** by focusing on **aligning our efforts** with community needs
- ✓ Serve communities as a **thought leader** and **trusted partner**

Strategic Pillars

Community Investment

Enable organizations to deliver resources and programming that will drive improvements in the overall health status of communities through targeted investment

Community Engagement

Engage with community leaders and organizations to align on key priorities and active support for new and existing efforts and programming

Catalyst & Thought Leader

Influence change within communities through building partnerships, raising awareness of community issues and being a trusted thought leader

Key Enablers

Financial Stability

Funding Criteria

Governance

Process

Outcome & Impact
Measurements

Branding & Marketing

Agile Environment

WHAT IS ESG?

Environmental, social, and governance (ESG) criteria are a set of standards for a company's behavior. Environmental criteria consider how a company safeguards the environment, including corporate policies addressing climate change, for example. Social criteria examine how it manages relationships with employees, suppliers, customers, and the communities where it operates. Governance deals with a company's leadership, audits, and internal controls. Companies that adhere to ESG standards agree to conduct themselves ethically in those three areas.



ENVIRONMENTAL

Greenhouse gas (GHG) emissions

Energy efficiency

Climate Risk

Water Management

Recycling Processes

Emergency Preparedness



SOCIAL

Health and safety

Employee relations

Diversity and inclusion

Benefits and compensation

Impact on communities

Supplier diversity



GOVERNANCE

Ethical standards

Board diversity and governance

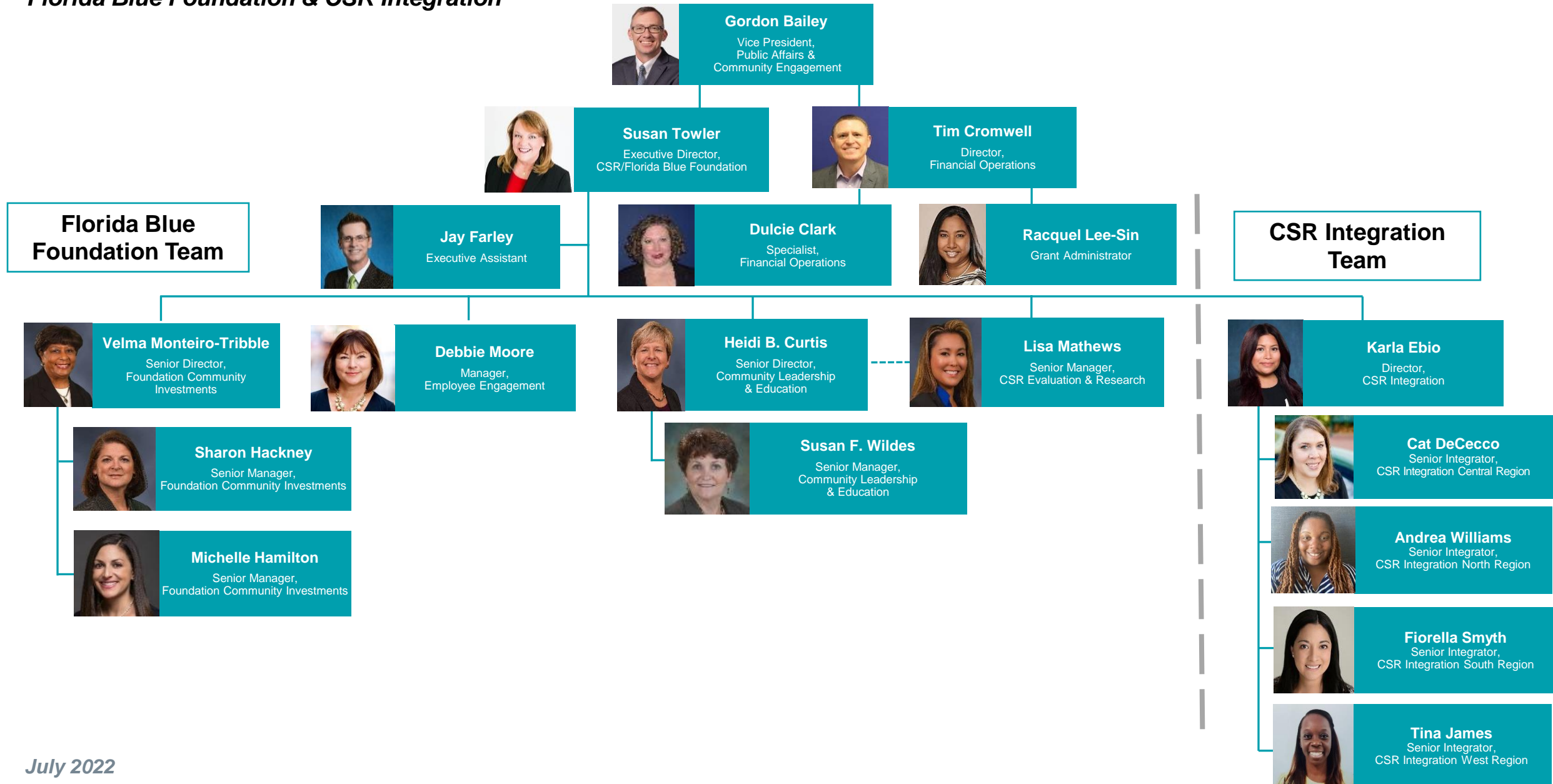
Financial integrity

Pay for performance

Compliance requirements, accreditations and mandates are maintained

CORPORATE SOCIAL RESPONSIBILITY TEAM

Florida Blue Foundation & CSR Integration



THANK YOU

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