

April 19, 2012

Memorandum Number 026-12HR

TO: Agency Administrators
FROM: Bobbie Chappell, Director of Human Resources
VIA: Rip Colvin, Executive Director
SUBJECT: Blue Cross and Blue Shield of Florida – Florida Blue

Blue Cross and Blue Shield of Florida is now also known as Florida Blue. According to Florida Blue, the new name, new logo and tagline, “In the pursuit of health,” are all part of the company’s transition to a health solutions company. The overarching mission is to help the people of Florida and their communities achieve better health. They believe that the new name reflects their commitment to putting Floridians at the forefront of everything they do.

State Employees’ PPO Plan Members will begin seeing the new name on publications, including the Member Health Statement:



Member websites and phone numbers remain the same.

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