

# 2020 Florida Blue Placemats

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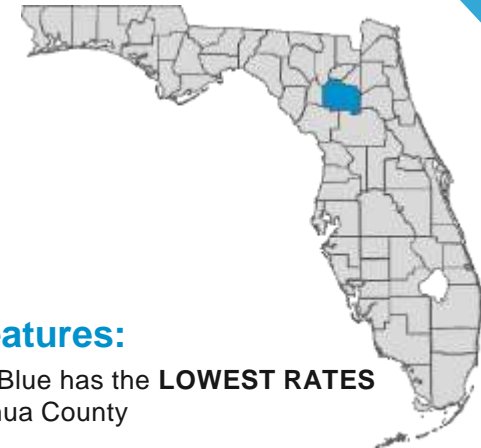
# 2020 Florida Blue Placemat

## Alachua

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$13
UHC	NHP Direct Access HMO BHX3	+\$15
AvMed	Achieve LS750-SG20	+\$21
Florida Blue	BlueCare 17251	+\$22



### Maximizing Product Packaging

#### Step

1

#### Contribution plans: Pick one

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
Low Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

#### Step

2

#### Buy Up Plan: Pick one

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueOptions 20102**  
PCP/Spec Predictability

- DED \$2,000
- Coins \$50
- PCP \$50
- Spec \$100

#### Step

3

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

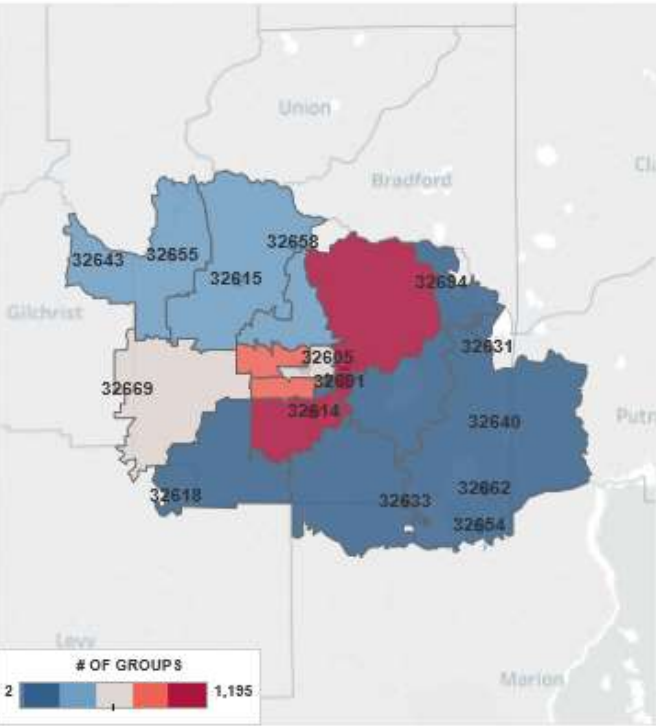
### Key Features:

- Florida Blue has the **LOWEST RATES** in Alachua County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | ALACHUA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
NORTH FLORIDA REG MED CNTR	●	●	●		●	●
SELECT SPECIALTY HOSPITAL - GAINESVILLE	●	●	●			●
SHANDS@UF	●	●	●	●	●	●
UF HEALTH SHANDS CANCER HOSPITAL				●		

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	872	1,547	3
BLUEOPTIONS	876	1,579	3
AETNA HMO	204	568	3
AVMED ENGAGE	98	492	2
HUMANA HMO	149	476	2
UHC CHOICE HMO	286	661	3



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# 2020 Florida Blue Placemat

## Baker



### Competitor View

Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$8
UHC	NHP Direct Access HMO BHX3	+\$10
Florida Blue	BlueCare 17251	+\$22
AvMed	Achieve LS750-SG20	+\$80

### Maximizing Product Packaging

Step

1

Contribution plans: **Pick one**

**BlueSelect 15606**  
Lowest Cost Silver

- DED \$3,500
- Coins 20%
- PCP \$40
- Spec \$80

OR

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

Select a contribution plan

(Lowest cost plan in package)

---

Step

2

Buy Up Plan: **Pick one**

**BlueCare 17251**  
ER Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Add a buy up plan

---

Step

3

High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

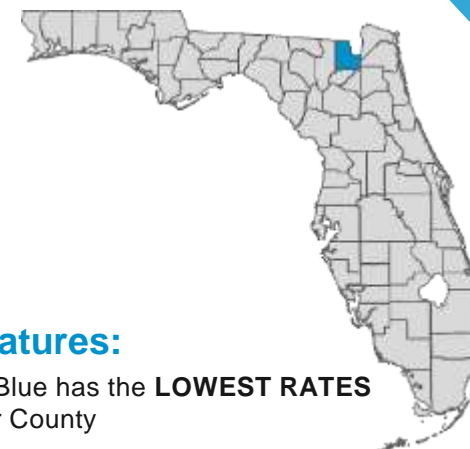
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a high value plan to create the ultimate choice package

### Key Features:

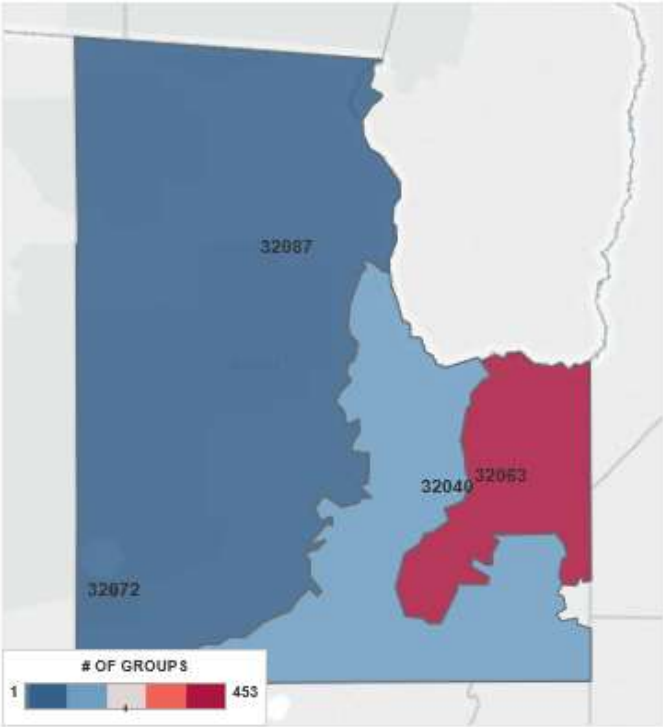
- Florida Blue has the **LOWEST RATES** in Baker County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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SMALL GROUP PLACEMAT | BAKER COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	AETNA HMO	AVMED ENGAGE	UHC CHOICE HMO
ED FRASER MEMORIAL HOSPITAL						

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	19	30	1
BLUEOPTIONS	19	30	1
BLUESelect	19	22	1
AETNA HMO	12	20	1
AVMED ENGAGE	4	15	1
UHC CHOICE HMO	10	34	1



# 2020 Florida Blue Placemat

## Bay

### Competitor View



Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueSelect 17501	+\$4
Florida Blue	BlueCare 19353	+\$8

### Maximizing Product Packaging

**Step**

**1**

**Contribution plans: Pick one**  
**BlueSelect 17501**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

Select a contribution plan  
  
(Lowest cost plan in package)

---

**Step**

**2**

**Buy Up Plan: Pick one**  
**BlueCare 17251**  
ER Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Add a buy up plan

---

**Step**

**3**

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a high value plan to create the ultimate choice package



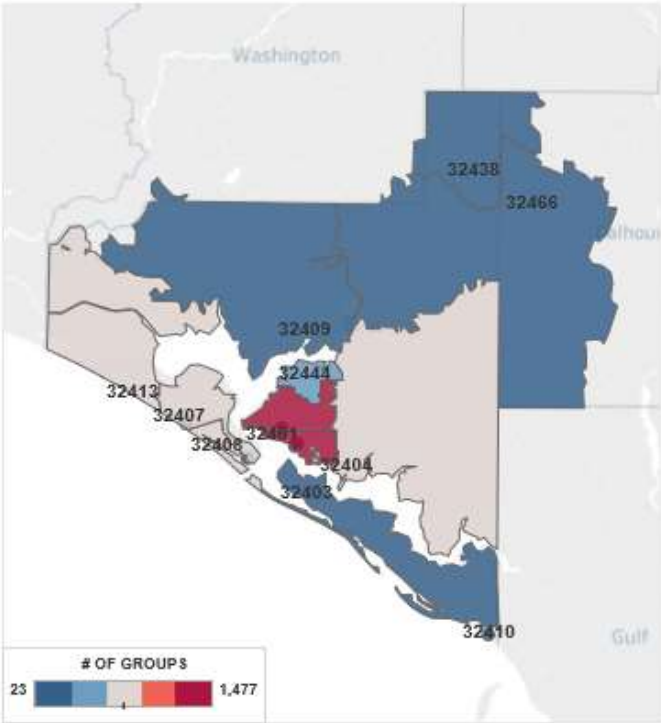
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | BAY COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	UHC CHOICE HMO
BAY MEDICAL CENTER	●	●	●	●
GULF COAST REGIONAL MEDICAL CENTER	●	●	●	●
SELECT SPECIALTY HOSPITAL - PANAMA CITY INC	●	●	●	

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	102	200	3
BLUEOPTIONS	127	217	3
BLUESelect	114	203	3
UHC CHOICE HMO	83	208	2



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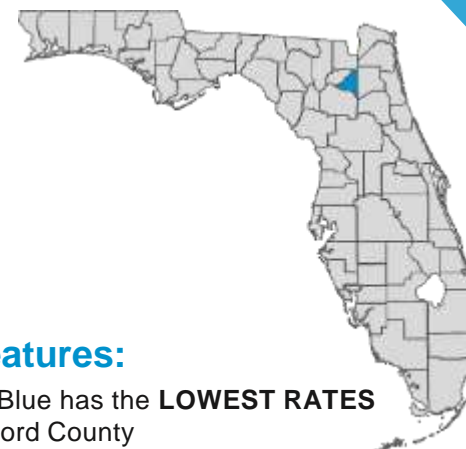
# 2020 Florida Blue Placemat

## Bradford



### Competitor View

Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$19
Florida Blue	BlueCare 17251	+\$23
UHC	NHP Direct Access HMO BHX3	+\$23
AvMed	Achieve LS750-SG20	+\$70



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
Low Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR  
**BlueCare 20251**  
ER Copay

- DED \$0
- Coins \$0
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20102**  
PCP/Spec Predictability

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

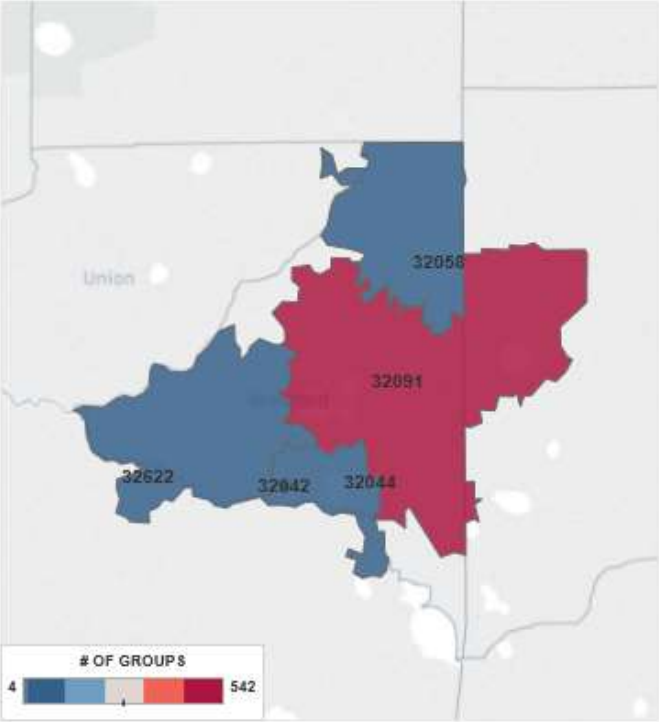
### Key Features:

- Florida Blue has the **LOWEST RATES** in Bradford County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
SHANDS STARKE	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	38	13	1
BLUEOPTIONS	38	13	1
AETNA HMO	12	8	1
AVMED ENGAGE	9	13	1
HUMANA HMO	12	4	1
UHC CHOICE HMO	19	15	1



# 2020 Florida Blue Placemat

## Brevard Competitor View



Carrier	Plan	*Price
FHCP	PO3	Lowest
FHCP	P99	+\$1
UHC	NHP Direct Access BIEP	+\$59
UHC	NHP Direct Access BHX3	+\$61
Florida Blue	BlueCare 19353	+\$63
Florida Blue	BlueCare 17251	+\$86
Humana	Canopy OPT 008 Silver Premier	+\$124

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**FHCP Silver P03**  
Lowest Cost Silver

- DED \$6,000
- Coins 50%
- PCP \$30
- Spec \$60

OR  
**FHCP Silver P99**  
Low Cost Silver

- DED \$4,600
- Coins 20%
- PCP \$40
- Spec \$60

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
Low Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20102**  
PCP/Spec Predictability Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

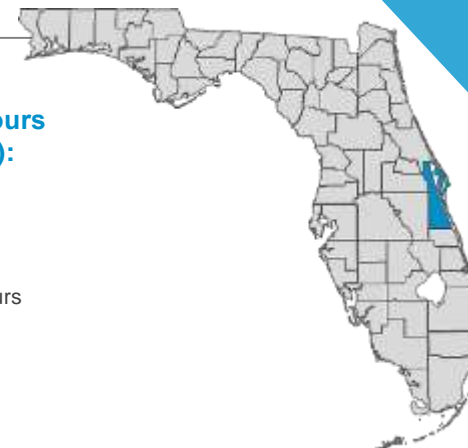
OR  
**BlueOptions 14006**  
All Copay Gold

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## FHCP's Extended Hours Care Centers (EHCC):

### Medfast:

- Cocoa Beach
- Melbourne
- Merritt Island
- Palm Bay (Extended Hours Available)
- Port St. John
- Rockledge
- Titusville

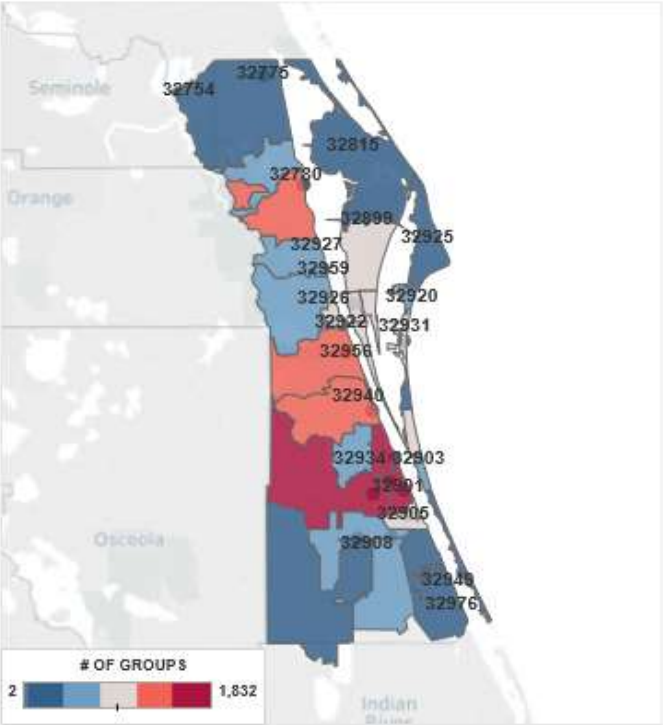


## Key Features:

- FHCP has the **LOWEST RATES** in Brevard County
- FHCP's plans offer versatile health solutions to meet a variety of coverage needs
- Virtual Visits are available to ALL small groups, offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Health and Wellness Program available to ALL small groups to encourage a healthy lifestyle

SMALL GROUP PLACEMAT | BREVARD COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	AETNA HMO	FHCP	HEALTH FIRST	UHC CHOICE HMO
CAPE CANAVERAL HOSPITAL	●	●		●		●	●
HOLMES REGIONAL MEDICAL CENTER	●	●		●		●	●
KINDRED HOSPITAL MELBOURNE	●	●	●	●			●
MELBOURNE REGIONAL MEDICAL CENTER	●	●	●	●	●		●
PALM BAY HOSPITAL	●	●		●		●	●
PARRISH MEDICAL CENTER	●	●	●	●	●		●
ROCKLEDGE REGIONAL MEDICAL CENTER	●	●	●	●	●		●
VIERA HOSPITAL	●	●		●		●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	400	496	8
BLUEOPTIONS	401	537	8
BLUESELECT	228	260	4
AETNA HMO	295	487	8
UHC CHOICE HMO	371	516	8
FHCP	135	209	5
HEALTH FIRST		49	4



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# 2020 Florida Blue Placemat

## Broward



### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
Humana	Canopy OPT 008 Silver Select	+\$43
Humana	Canopy OPT 007 Silver Select	+\$47
NHP	NHP Direct Access HMO BIEP	+\$48

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 18753**  
Copay on ER

- DED \$2,500
- Coins 0%
- PCP \$30
- Spec \$70

OR  
**BlueCare 16253**  
All Copay Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

#### Value Choice Providers (VCP)

#### PCP and Urgent Care:

##### Sanitas:

- Coral Springs
- East Fort Lauderdale
- Hollywood
- Lauderdale Lakes (Includes Urgent Care Center)
- Plantation
- Pompano Beach

##### Florida Blue Center:

- Ft. Lauderdale at Sawgrass Mills



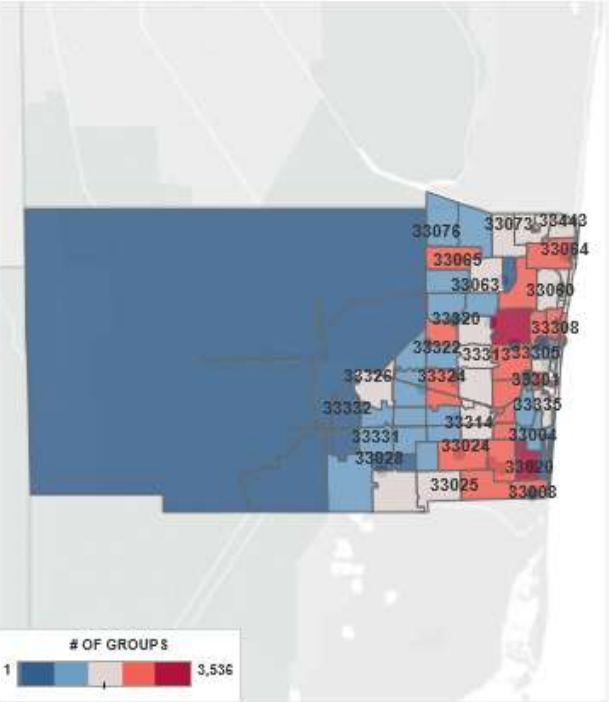
### Key Features:

- Florida Blue has the **LOWEST RATES** in Broward County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Value Choice Provider Urgent Care Centers offer urgent care services for a cost share of **\$0** for the first two visits making urgent care services more affordable than ever
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | BROWARD COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BROWARD HEALTH CORAL SPRINGS	●	●	●	●	●		●	●	●
BROWARD HEALTH IMPERIAL POINT	●	●	●	●	●		●	●	●
BROWARD HEALTH MEDICAL CENTER	●	●	●	●	●	●	●	●	●
BROWARD HEALTH NORTH	●	●	●	●	●		●	●	●
CLEVELAND CLINIC FLORIDA	●	●		●	●		●	●	●
FLORIDA MEDICAL CENTER	●	●		●	●		●	●	●
HOLY CROSS HOSPITAL	●	●		●	●	●	●	●	●
JOE DIMAGGIO CHILDREN'S HOSPITAL	●	●	●	●	●				
KINDRED HOSPITAL SOUTH FLORIDA	●	●	●		●	●		●	●
KINDRED HOSPITAL SOUTH FLORIDA..	●	●	●		●	●		●	●
KINDRED HOSPITAL SOUTH FLORIDA..	●	●	●		●	●		●	●
MEMORIAL HOSPITAL MIRAMAR	●	●	●	●	●	●	●	●	●
MEMORIAL HOSPITAL PEMBROKE	●	●	●	●	●	●	●	●	●
MEMORIAL HOSPITAL WEST	●	●	●	●	●	●	●	●	●
MEMORIAL REGIONAL HOSPITAL	●	●	●	●	●	●	●	●	●
MEMORIAL REGIONAL HOSPITAL SO..	●	●	●	●	●	●	●	●	●
NORTHWEST MEDICAL CENTER	●	●		●	●	●	●	●	●
PLANTATION GENERAL HOSPITAL	●	●		●	●		●	●	●
UNIVERSITY HOSPITAL	●	●		●	●		●	●	●
WESTSIDE REGIONAL MEDICAL CEN..	●	●		●	●		●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,118	1,724	19
BLUEOPTIONS	1,180	1,878	19
BLUESelect	657	835	12
SIMPLYBLUE	939	1,571	17
AETNA HMO	1,020	1,838	19
AVMED ENGAGE	619	1,241	10
HUMANA HMO	740	1,461	16
UHC NHP / POS HMO	1,065	1,891	18
UHC CHOICE HMO	1,048	1,863	18



# 2020 Florida Blue Placemat

## Calhoun



### Competitor View

Carrier	Plan	*Price
UHC	Direct Access HMO BEIP	Lowest
Florida Blue	BlueOptions 18152	+\$2
UHC	NHP Direct Access HMO BHX3	+\$3
Florida Blue	BlueOptions 20102	+\$9

### Maximizing Product Packaging

**Step 1**

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueOptions 18052**  
ER Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR

**BlueOptions 17001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 3**

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

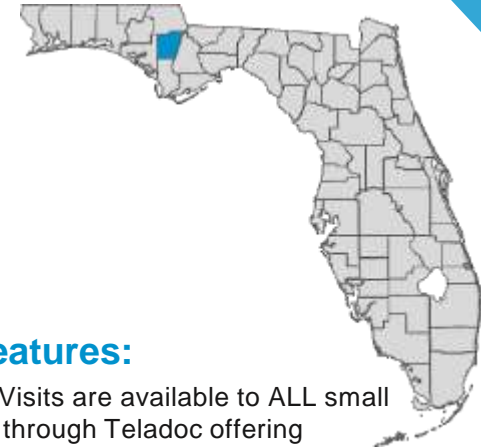
OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

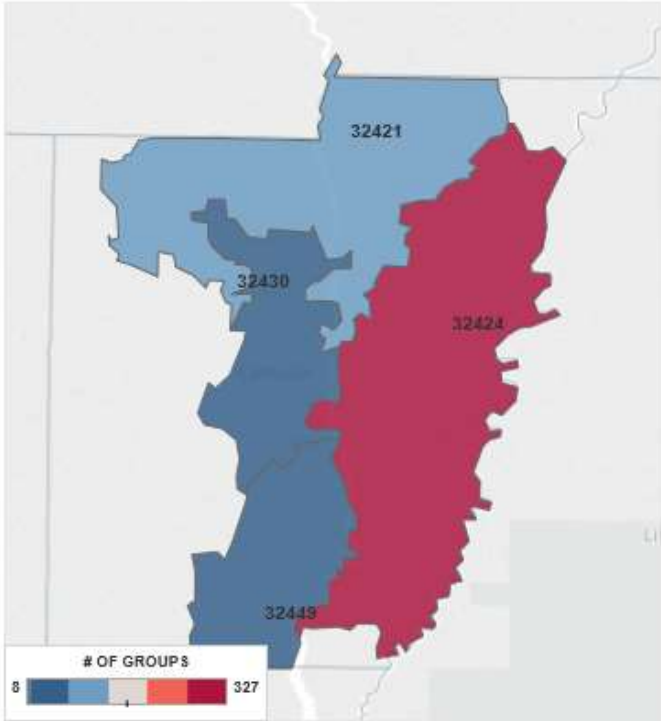


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SMALL GROUP PLACEMAT | CALHOUN COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	UHC CHOICE HMO
CALHOUN-LIBERTY HOSPITAL ASSN	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	4	7	1
UHC CHOICE HMO	5	2	1



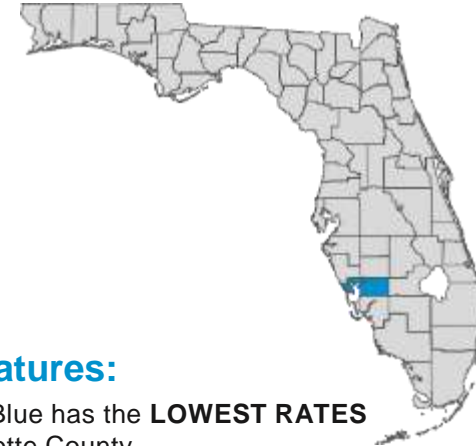
# 2020 Florida Blue Placemat

## Charlotte



### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
NHP	NHP Direct Access HMO BIEP	+\$28
NHP	NHP Direct Access HMO BHX3	+\$30
Humana	Canopy OPT 008 Silver Select	+\$143



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 18751**  
Copay on ER

- DED \$4,000
- Coins 0%
- PCP \$35
- Spec \$70

OR  
**BlueCare 16253**  
All Copay Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

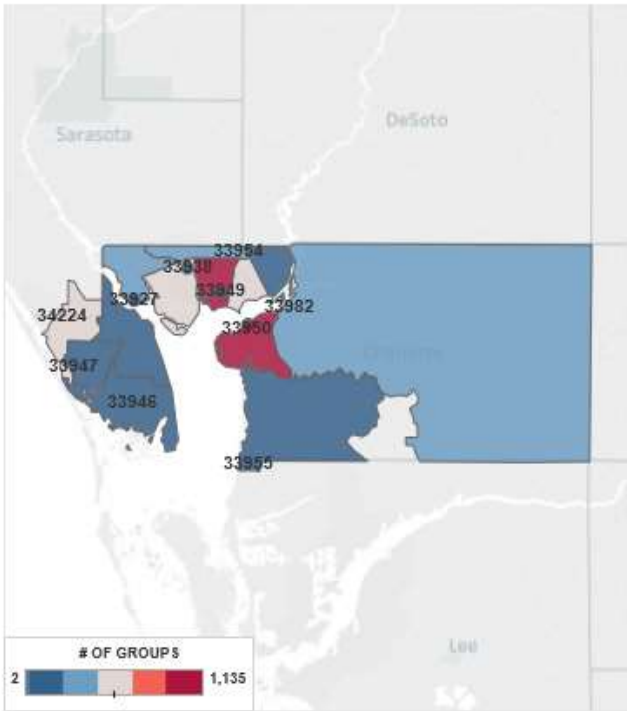
- Florida Blue has the **LOWEST RATES** in Charlotte County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | CHARLOTTE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BAYFRONT HEALTH - PORT CHARLOTTE	●	●	●	●	●	●	●	●
BAYFRONT HEALTH PUNTA GORDA	●	●	●	●	●	●	●	●
FAWCETT MEMORIAL HOSPITAL	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	126	166	3
BLUEOPTIONS	132	178	3
BLUESELECT	101	104	3
SIMPLYBLUE	125	160	3
AETNA HMO	118	185	3
HUMANA HMO	53	126	3
UHC NHP / POS HMO	129	188	3
UHC CHOICE HMO	122	185	3



# 2020 Florida Blue Placemat

## Citrus



### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BEIP	+\$45
UHC	NHP Direct Access HMO BHX3	+\$45
AvMed	Achieve LS750-SG20	+\$111

### Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$45
- Spec \$80

OR

**BlueCare 14354**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

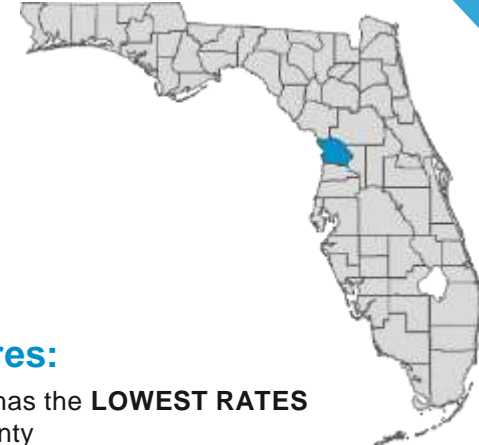
OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

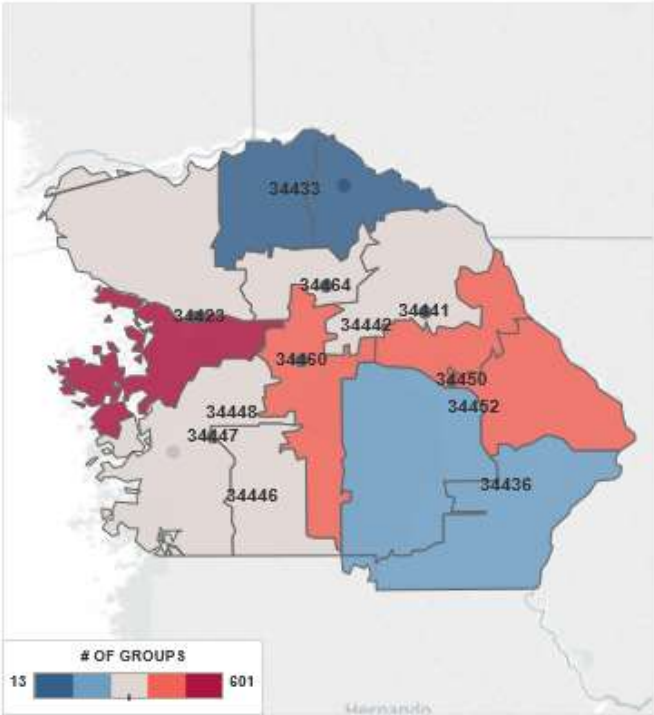
- Florida Blue has the **LOWEST RATES** in Citrus County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- **Virtual Visits** are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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SMALL GROUP PLACEMAT | CITRUS COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BAYFRONT HEALTH - SEVEN RIVERS	●	●	●	●	●	●	●	●
CITRUS MEMORIAL HOSPITAL	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	83	110	2
BLUEOPTIONS	94	119	2
BLUESELECT	75	106	2
SIMPLYBLUE	83	103	2
AETNA HMO	56	92	2
HUMANA HMO	50	81	2
UHC NHP / POS HMO	71	100	2
UHC CHOICE HMO	71	93	2



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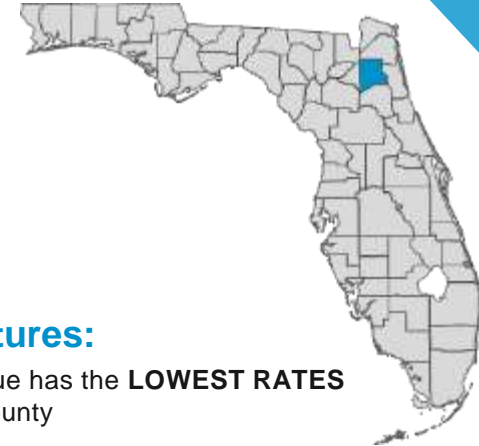
# 2020 Florida Blue Placemat

## Clay

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$59
UHC	NHP Direct Access HMO BHX3	+\$60
AvMed	Achieve LS750-SG20	+\$130

Florida  
Blue



### Maximizing Product Packaging

#### Step

1

#### Contribution plans: Pick one

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

#### Step

2

#### Buy Up Plan: Pick one

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

#### Step

3

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

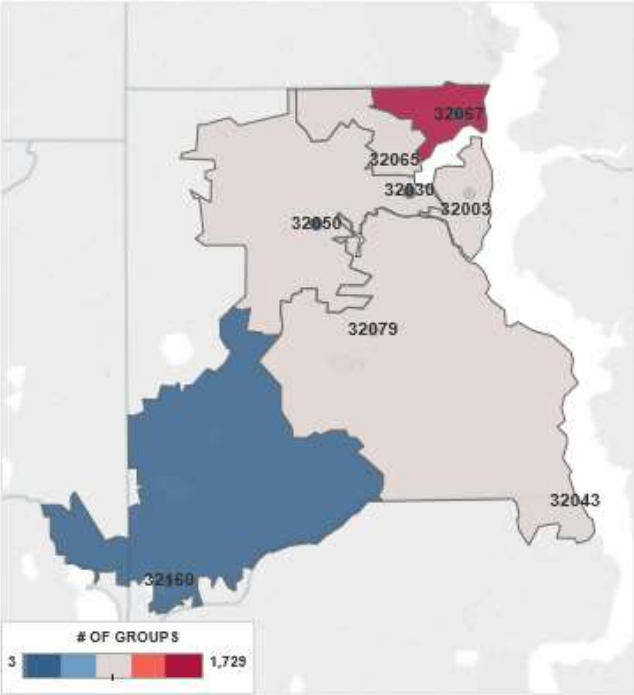
### Key Features:

- Florida Blue has the **LOWEST RATES** in Clay County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | CLAY COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
KINDRED HOSPITAL NORTH FLORIDA	●	●	●		●			●
ORANGE PARK MEDICAL CENTER	●	●		●	●		●	●
ST VINCENTS MEDICAL CENTER CLAY COUNTY	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	151	304	3
BLUEOPTIONS	154	305	3
BLUESELECT	106	242	2
SIMPLYBLUE	148	288	2
AETNA HMO	113	232	3
AVMED ENGAGE	83	150	1
HUMANA HMO	89	167	2
UHC CHOICE HMO	119	282	3



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# 2020 Florida Blue Placemat

Collier

Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
NHP	NHP Direct Access HMO BIEP	+\$43
NHP	NHP Direct Access HMO BHX3	+\$45
Humana	Canopy OPT 008 Silver Select	+\$224

## Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

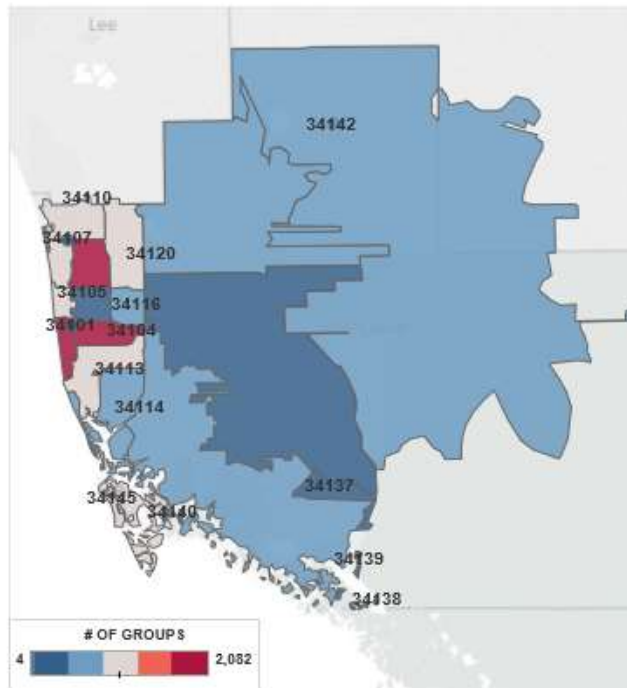
- Florida Blue has the **LOWEST RATES** in Collier County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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## SMALL GROUP PLACEMAT | COLLIER COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
LANDMARK HOSPITAL OF SOUTHWEST FLORIDA	●	●	●				
NAPLES COMMUNITY HOSPITAL	●	●	●	●		●	●
NORTH COLLIER HOSPITAL	●	●	●	●		●	●
PHYSICIANS REGIONAL MEDICAL CENTER	●	●		●	●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	211	283	5
BLUEOPTIONS	259	388	5
SIMPLYBLUE	205	271	3
AETNA HMO	180	337	4
HUMANA HMO	75	179	2
UHC NHP / POS HMO	214	355	4
UHC CHOICE HMO	234	379	4

Florida Blue 

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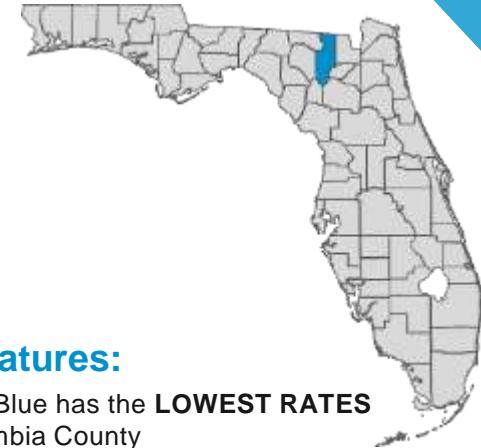
# 2020 Florida Blue Placemat

## Columbia

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$21
UHC	NHP Direct Access HMO BIEP	+\$23
UHC	NHP Direct Access HMO BHX3	+\$25
AvMed	Achieve LS750-SG20	+\$74



### Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueCare 14256**  
ER Copay

- DED \$1,000
- Coins 20%
- PCP \$40
- Spec \$90

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

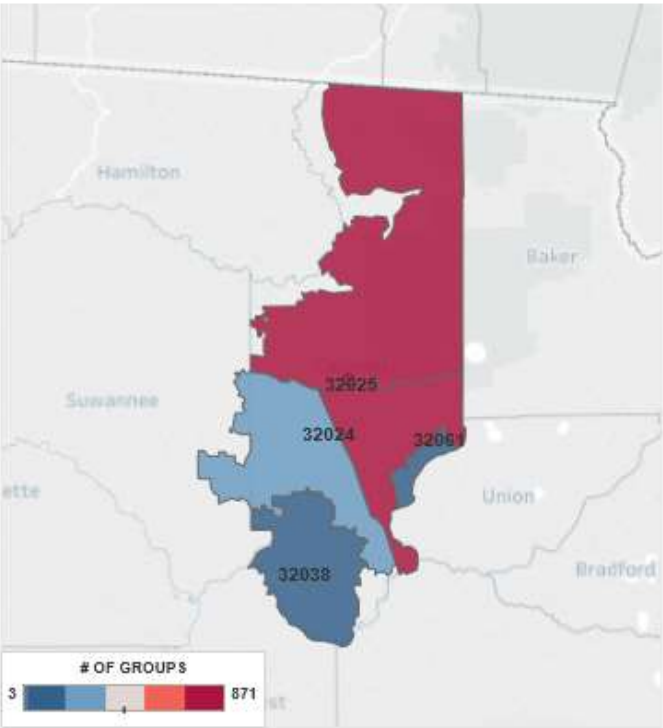
- Florida Blue has the **LOWEST RATES** in Columbia County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | COLUMBIA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	UHC CHOICE HMO
LAKE CITY MEDICAL CENTER	●	●
SHANDS LAKE SHORE	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	79	102	2
UHC CHOICE HMO	35	68	2



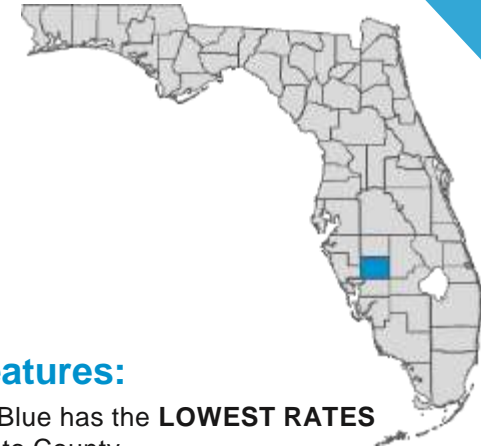
# 2020 Florida Blue Placemat

DeSoto

Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$5
UHC	NHP Direct Access HMO BHX3	+\$7
Florida Blue	BlueCare 17251	+\$22
Humana	Canopy OPT 008 Silver Select	+\$289



## Maximizing Product Packaging

**Step 1**

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueCare 14256**  
ER Copay

- DED \$1,000
- Coins 20%
- PCP \$40
- Spec \$90

**Step 3**

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

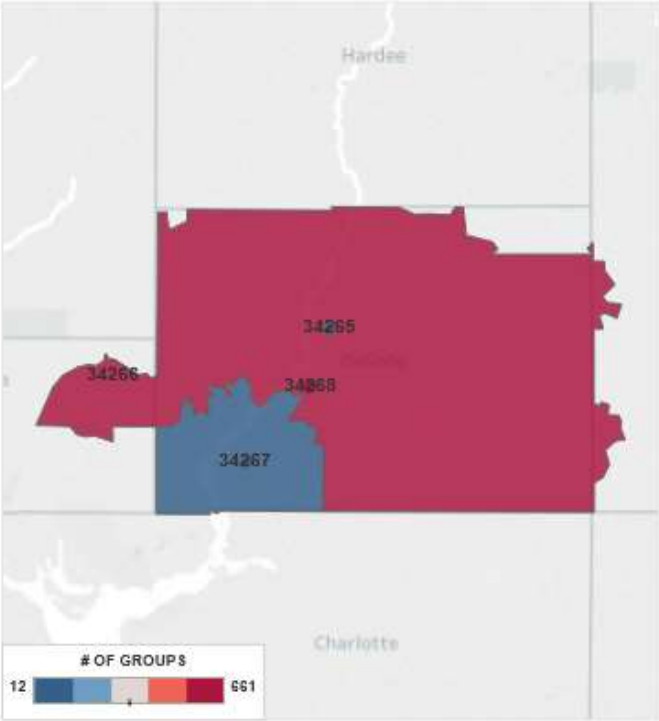
## Key Features:

- Florida Blue has the **LOWEST RATES** in DeSoto County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | DESOTO COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
DESOTO MEMORIAL HOSPITAL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	52	22	1
BLUEOPTIONS	52	24	1
AETNA HMO	21	13	1
UHC NHP / POS HMO	43	26	1
UHC CHOICE HMO	35	26	1



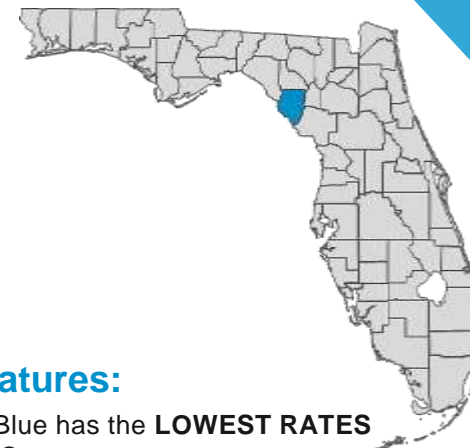
# 2020 Florida Blue Placemat

Dixie

## Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$11
UHC	NHP Direct Access HMO BIEP	+\$35
UHC	NHP Direct Access HMO BHX3	+\$38
AvMed	Achieve LS750-SG20	+\$69



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 18410**  
Low Cost Bronze

- DED \$6,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR  
**BlueCare 14306**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$40
- Spec \$85

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

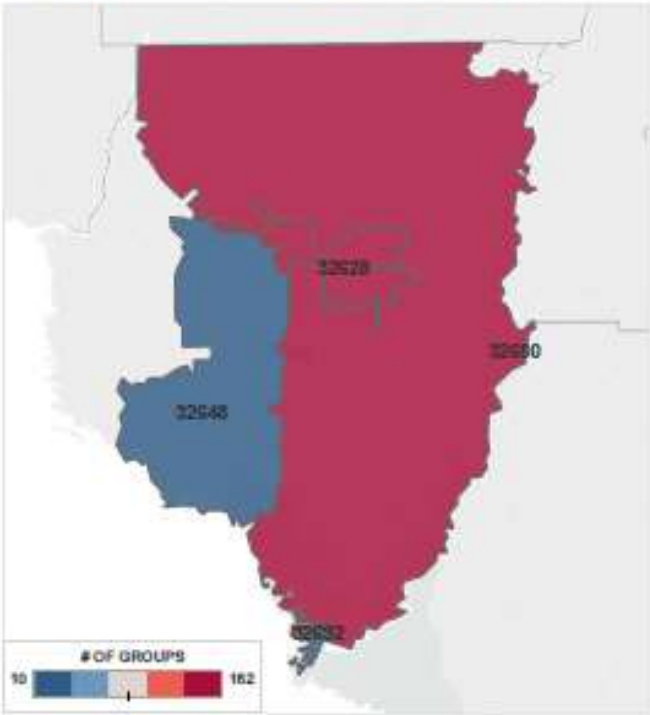
## Key Features:

- Florida Blue has the **LOWEST RATES** in Dixie County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | DIXIE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUECARE	16	1
BLUEOPTIONS	18	1
AETNA HMO	1	0
HUMANA HMO	5	0
UHC CHOICE HMO	16	1

# 2020 Florida Blue Placemat

Duval

Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$35
UHC	NHP Direct Access HMO BHX3	+\$37
AvMed	Achieve LS750-SG20	+\$87

## Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 18754**  
ER Predictability

- DED \$3,500
- Coins 50%
- PCP \$40
- Spec \$80

OR

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$45
- Spec \$80

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

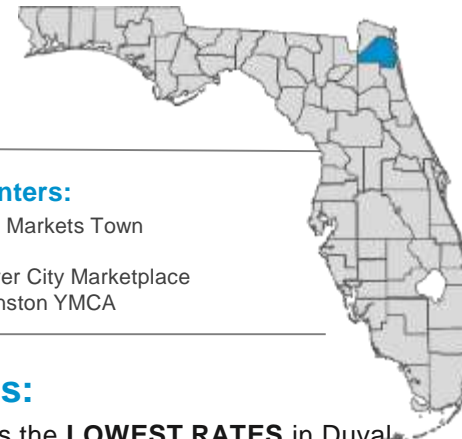
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



### Florida Blue Centers:

- Jacksonville at the Markets Town Center
- Jacksonville at River City Marketplace
- Jacksonville in Winston YMCA

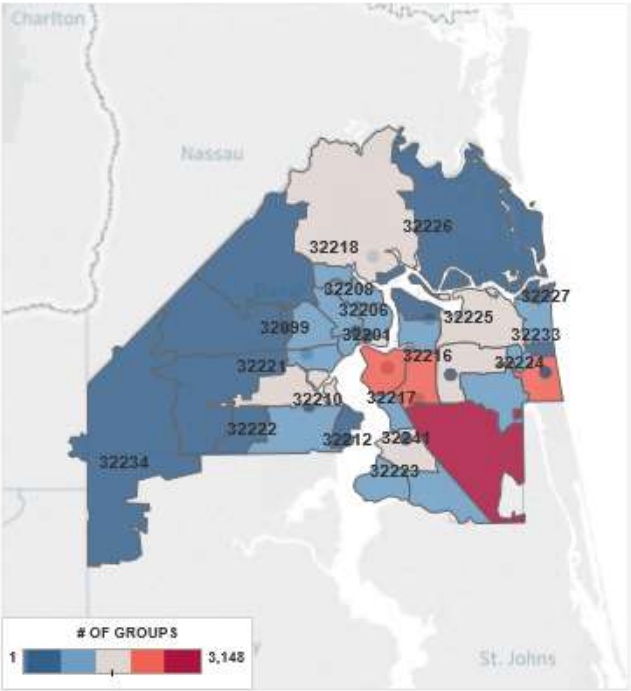
### Key Features:

- Florida Blue has the **LOWEST RATES** in Duval County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | DUVAL COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
BAPTIST MEDICAL CENTER	●	●		●	●	●	●	●
BAPTIST MEDICAL CENTER SOUTH	●	●		●	●	●	●	●
BAPTIST MEDICAL CENTER-BEACHES	●	●		●	●	●	●	●
MAYO CLINIC HOSPITAL IN FLORIDA		●						●
MEMORIAL HOSPITAL OF JACKSONVILLE	●	●		●	●		●	●
SHANDS JACKSONVILLE MEDICAL CENTER	●	●	●		●		●	●
SPECIALTY HOSPITAL JACKSONVILLE	●	●	●	●	●			
ST VINCENTS MEDICAL CENTER RIVERSIDE	●	●	●	●	●	●	●	●
ST VINCENTS MEDICAL CENTER SOUTHSIDE	●	●	●	●	●	●	●	●
UF HEALTH NORTH	●	●	●		●		●	
WOLFSON CHILDREN'S HOSPITAL	●	●		●	●		●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	817	1,074	10
BLUEOPTIONS	924	1,410	11
BLUESELECT	506	683	5
SIMPLYBLUE	755	1,038	8
AETNA HMO	542	1,043	10
AVMED ENGAGE	253	678	5
HUMANA HMO	402	795	9
UHC CHOICE HMO	659	1,318	9



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# 2020 Florida Blue Placemat

## Escambia

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$15
UHC	NHP Direct Access HMO BHX3	+\$17
Humana	Canopy OPT 008 Silver Select	+\$355

### Maximizing Product Packaging

Step

1

Select a contribution plan

(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 18754**  
ER Predictability

- DED \$3,500
- Coins 50%
- PCP \$40
- Spec \$80

OR

**BlueCare 16253**  
All Copay

- DED \$3,000
- Coins 0%
- PCP \$45
- Spec \$80

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

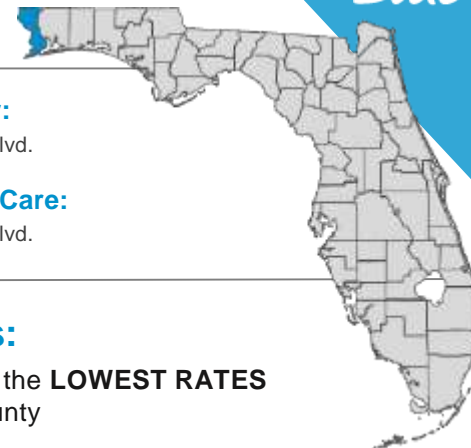
- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Florida Blue



#### Florida Blue Center:

- Pensacola on Airport Blvd.

#### GuideWell Primary Care:

- Pensacola on Airport Blvd.

### Key Features:

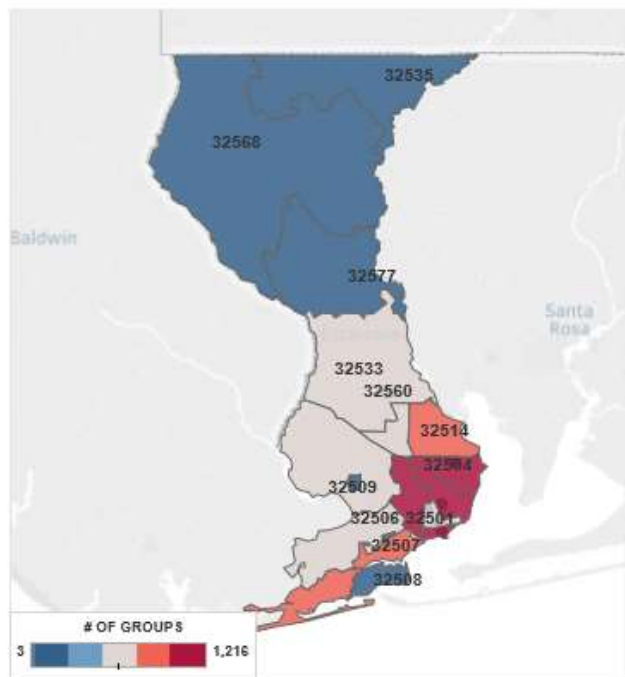
- Florida Blue has the **LOWEST RATES** in Escambia County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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## SMALL GROUP PLACEMAT | ESCAMBIA COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	UHC CHOICE HMO
BAPTIST HOSPITAL	●	●	●	●	●
SACRED HEART HOSPITAL	●	●	●	●	●
SELECT SPECIALTY HOSPITAL - PENSACOLA INC	●	●	●	●	●
WEST FLORIDA HOSPITAL	●	●		●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	359	657	4
BLUEOPTIONS	367	660	4
BLUESelect	346	572	3
SIMPLYBLUE	231	418	4
UHC CHOICE HMO	207	417	4

Florida Blue 

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# 2020 Florida Blue Placemat

## Flagler

### Competitor View



Carrier	Plan	*Price
FHCP	PO3	Lowest
FHCP	P99	+\$1
UHC	NHP Direct Access BIEP	+\$38
UHC	NHP Direct Access BHX3	+\$39
Humana	Canopy OPT 008 Silver Select	+\$87
Humana	Canopy OPT 007 Silver Select	+\$93
Florida Blue	BlueOptions 18152	+\$106
Florida Blue	BlueOptions 20102	+\$115

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**FHCP Silver P03**  
Lowest Cost Silver

- DED \$6,000
- Coins 50%
- PCP \$30
- Spec \$60

OR  
**FHCP Silver P99**  
Low Cost Silver

- DED \$4,600
- Coins 20%
- PCP \$40
- Spec \$60

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**FHCP Gold P29**  
PCP/Spec Predictability

- DED \$2,200
- Coins 10%
- PCP \$25
- Spec \$35

OR  
**BlueOptions 16003**  
PCP/Spec Predictability Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

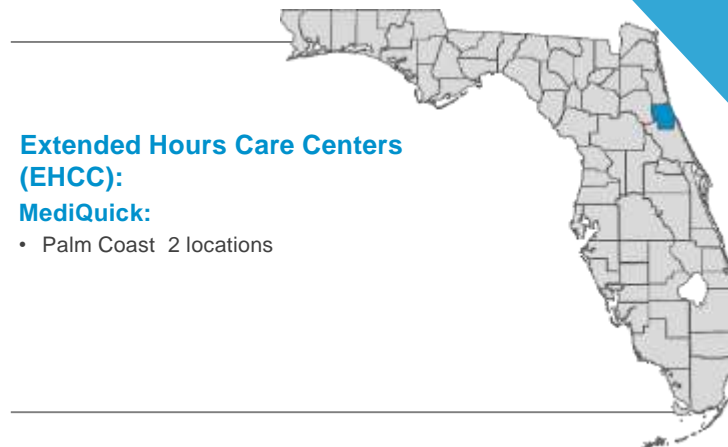
**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay Gold

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay Gold

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



## Extended Hours Care Centers (EHCC):

### MediQuick:

- Palm Coast 2 locations

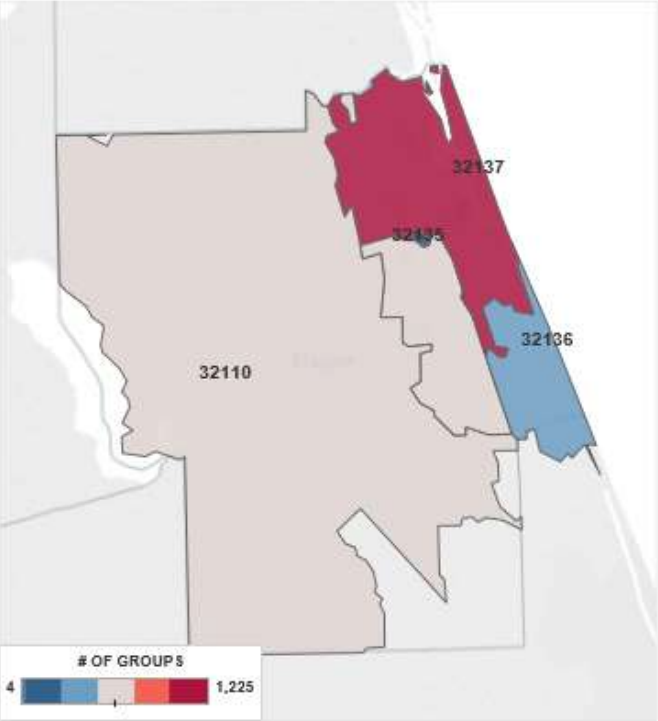
## Key Features:

- FHCP has the **LOWEST RATES** in Flagler County
- FHCP's plans offer versatile health solutions to meet a variety of coverage needs
- Virtual Visits are available to ALL small groups, offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Health and Wellness Program available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | FLAGLER COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	FHCP	HEALTH FIRST	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH PALM COAST	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	114	124	1
AETNA HMO	42	92	1
UHC NHP / POS HMO	50	102	1
UHC CHOICE HMO	54	101	1
FHCP	25	105	1
HEALTH FIRST		26	1



# 2020 Florida Blue Placemat Franklin



## Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$21
Florida Blue	BlueOptions 20102	+\$28

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 16003**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

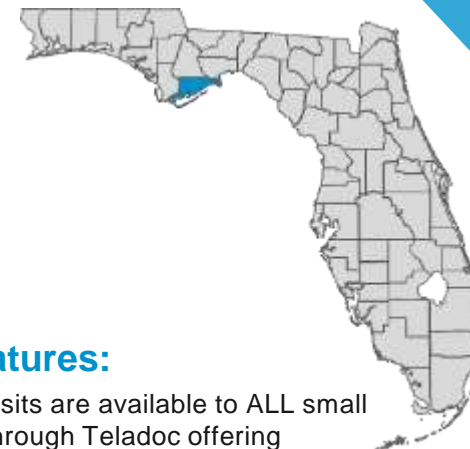
**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

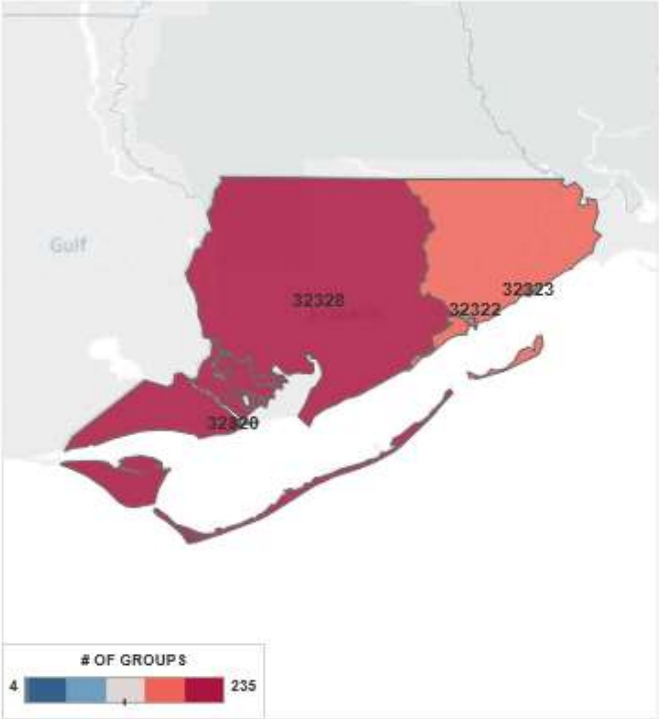
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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SMALL GROUP PLACEMAT | FRANKLIN COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
GEORGE E WEEMS MEMORIAL HOSP	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	5	14	1
AETNA HMO	1	4	1
UHC CHOICE HMO	4	3	1

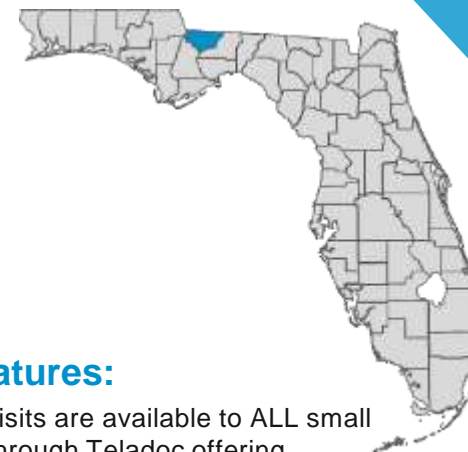
# 2020 Florida Blue Placemat

## Gadsden



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$21
Florida Blue	BlueOptions 20102	+\$28



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 18052**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

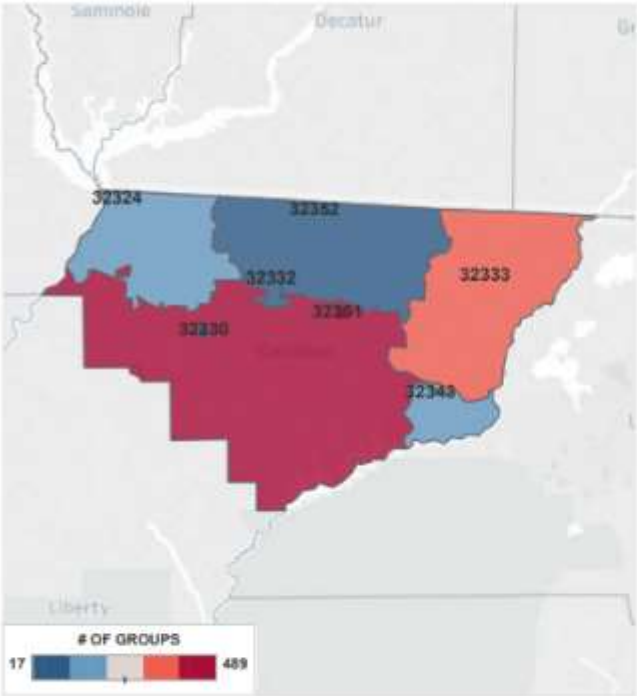
- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

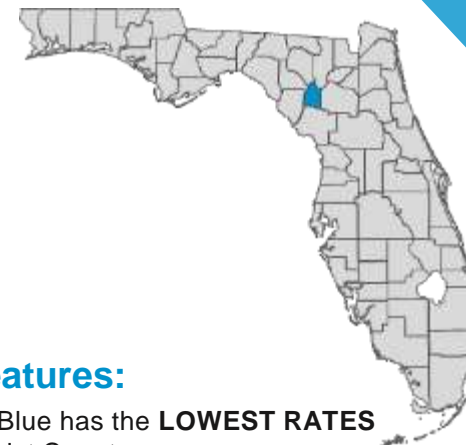
PRODUCT	PCP	SPEC
BLUEOPTIONS	13	11
UHC CHOICE HMO	13	6

# 2020 Florida Blue Placemat

## Gilchrist Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$20
AvMed	Achieve LS750	+\$39
AvMed	Achieve LS700	+\$52
UHC	NHP Direct Access HMO BIEP	+\$69



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR  
**BlueCare 14256**  
ER Copay

- DED \$1,000
- Coins 20%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

- Florida Blue has the **LOWEST RATES** in Gilchrist County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | GILCHRIST COUNTY

SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUECARE	26	0
BLUEOPTIONS	27	0
AETNA HMO	5	0
HUMANA HMO	11	0
UHC CHOICE HMO	19	5

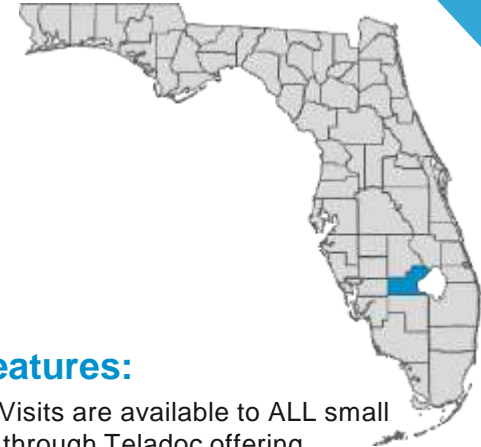


# 2020 Florida Blue Placemat Glades

## Competitor View



Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	
<b>Florida Blue</b>	<b>BlueOptions 18152</b>	<b>+\$23</b>
<b>Florida Blue</b>	<b>BlueOptions 20102</b>	<b>+\$28</b>
Humana	Canopy OPT 008 Silver Select	+\$271



## Maximizing Product Packaging

**Step 1**

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueOptions 18052**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR

**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | GLADES COUNTY

SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP
BLUEOPTIONS	5
AETNA HMO	1
HUMANA HMO	2
UHC CHOICE HMO	2

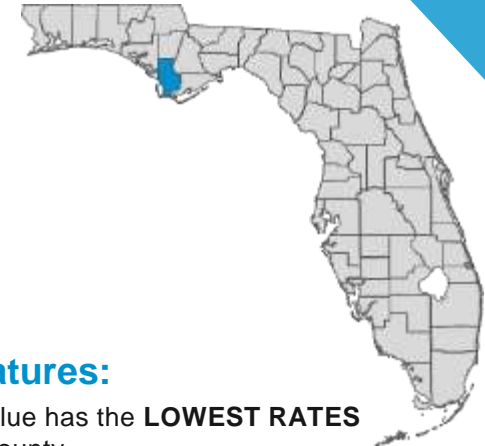
# 2020 Florida Blue Placemat

## Gulf

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueSelect 17501	Lowest
UHC	NHP Direct Access HMO BIEP	+\$7
Florida Blue	BlueSelect 16503	+\$9
UHC	NHP Direct Access HMO BHX3	+\$9



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueSelect 17501**  
Lowest Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR  
**BlueSelect 16503**  
Low Cost Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueSelect 14604**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$45
- Spec \$85

OR  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

OR  
**BlueOptions 14054**  
All Copay

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

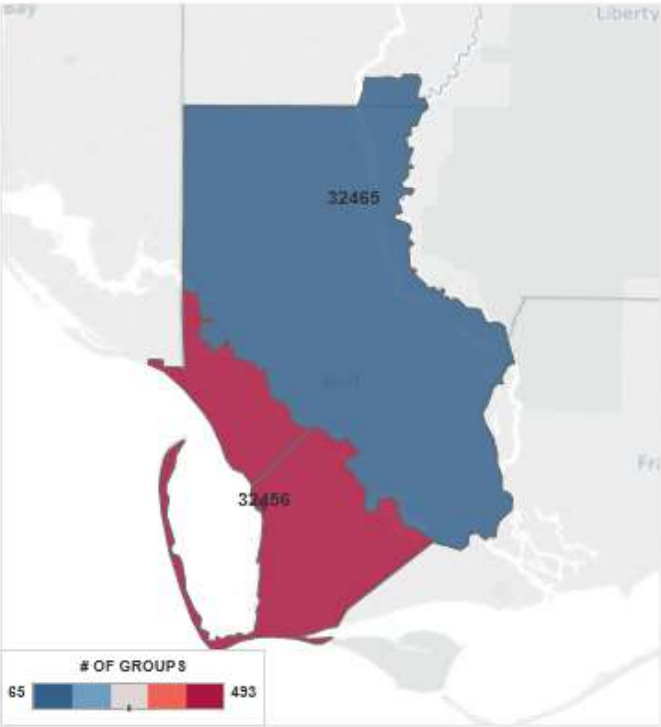
### Key Features:

- Florida Blue has the **LOWEST RATES** in Gulf County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | GULF COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	BLUE SELECT	UHC CHOICE HMO
SACRED HEART HOSPITAL ON THE GULF	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	10	11	1
BLUESelect	10	10	1
UHC CHOICE HMO	9	4	1

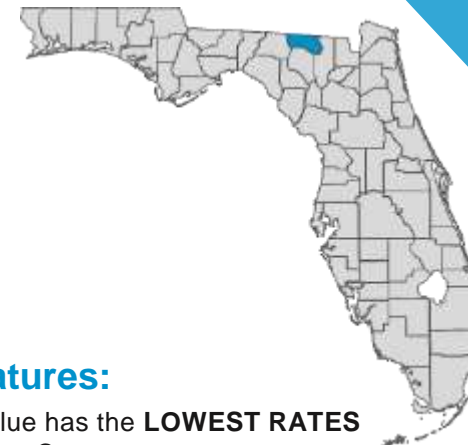
# 2020 Florida Blue Placemat

## Hamilton



### Competitor View

Carrier	Plan	*Price
Florida Blue	BlueOptions 18152	Lowest
AvMed	Achieve LS750	+\$1
Florida Blue	BlueOptions 20102	+\$7
AvMed	Achieve LF700	+\$14



### Maximizing Product Packaging

#### Step

1

Select a contribution plan

(Lowest cost plan in package)

#### Contribution plans: Pick one

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

#### Step

2

Add a buy up plan

#### Buy Up Plan: Pick one

**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

#### Step

3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

**BlueOptions 14052**  
All Copay

- DED \$2,000
- Coins 20%
- PCP \$30
- Spec \$60

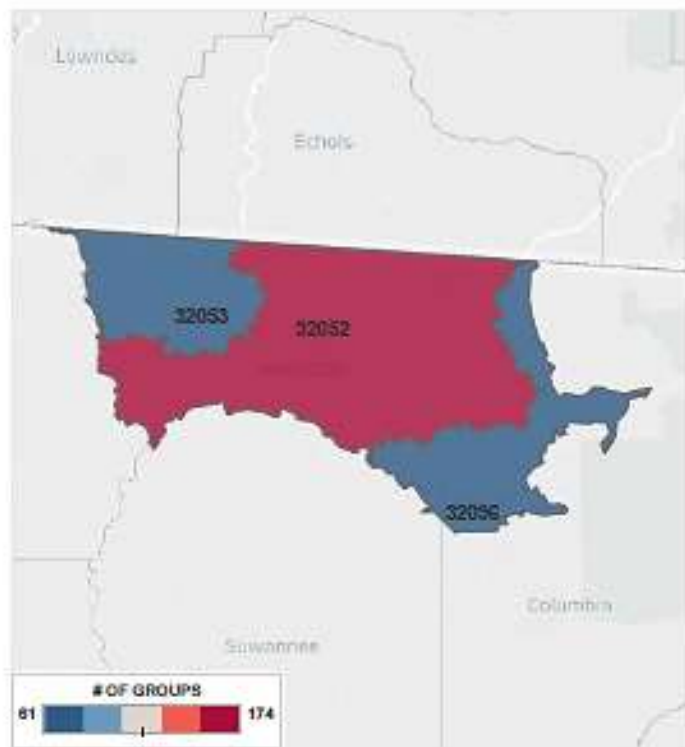
### Key Features:

- Florida Blue has the **LOWEST RATES** in Hamilton County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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## SMALL GROUP PLACEMAT | HAMILTON COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



### NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUEOPTIONS	14	2
UHC CHOICE HMO	4	3

Florida Blue 

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# 2020 Florida Blue Placemat

## Hardee



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$81
Florida Blue	BlueOptions 20102	+\$90

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



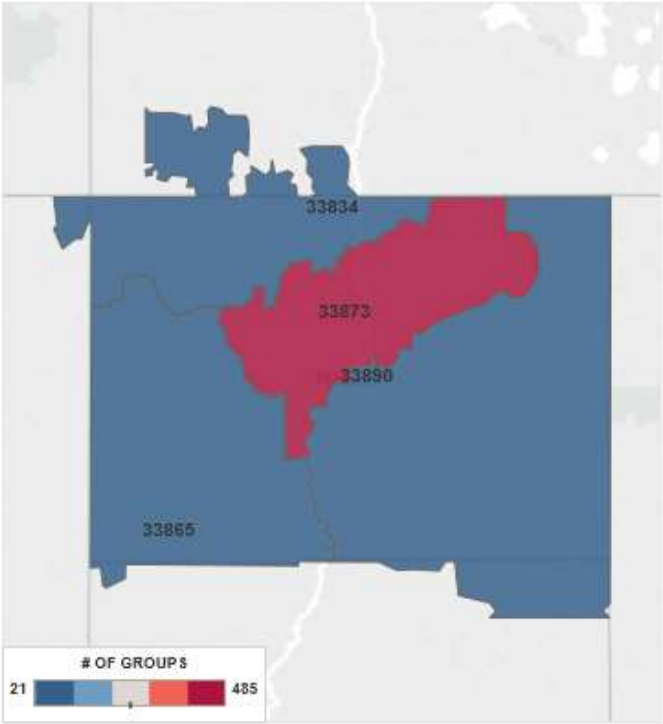
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | HARDEE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	HUMANA HMO	UHC NHP / POS HMO
ADVENTHEALTH WAUCHULA	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	32	18	1
HUMANA HMO	10	9	1
UHC NHP / POS HMO	22	10	1



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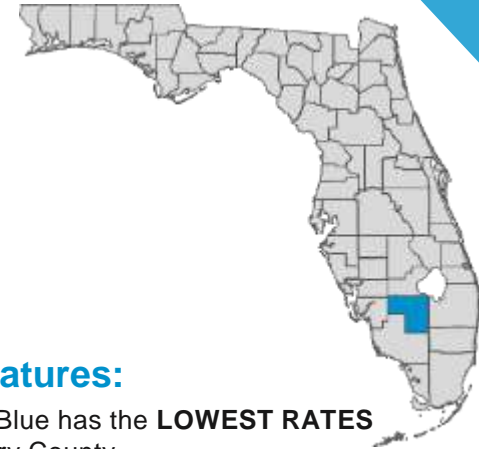
# 2020 Florida Blue Placemat

Hendry

## Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$23
UHC	NHP Direct Access HMO BIEP	+\$107
UHC	NHP Direct Access HMO BHX3	+\$110
Humana	Canopy OPT 008 Silver Select	+\$291



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 14256**  
ER Copay

- DED \$1,000
- Coins 20%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

OR  
**BlueOptions 14001**  
All Copay

- DED \$250
- Coins 10%
- PCP \$10
- Spec \$25

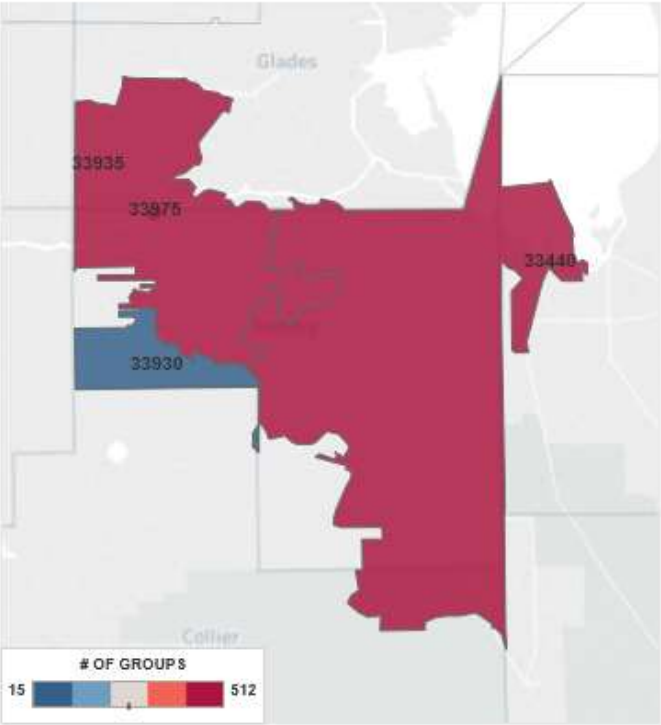
## Key Features:

- Florida Blue has the **LOWEST RATES** in Hendry County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | HENDRY COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
HENDRY REGIONAL MEDICAL CENTER	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	28	9	1
BLUEOPTIONS	26	10	1
AETNA HMO	14	15	1
UHC NHP / POS HMO	29	14	1
UHC CHOICE HMO	29	10	1

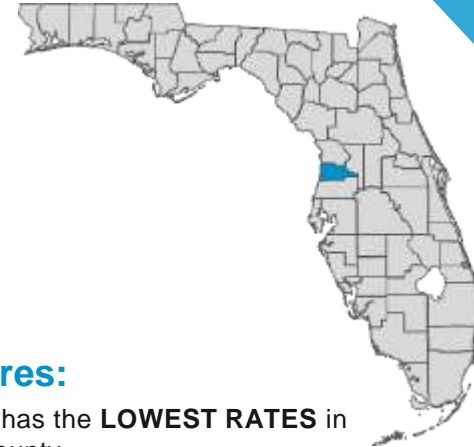


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# 2020 Florida Blue Placemat

## Hernando

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$49
UHC	NHP Direct Access HMO BHX3	+\$51
Humana	Canopy OPT 008 Silver Select	+\$119

### Maximizing Product Packaging

**Step 1**

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 18754**  
ER Predictability

- DED \$3,500
- Coins 50%
- PCP \$40
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 3**

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

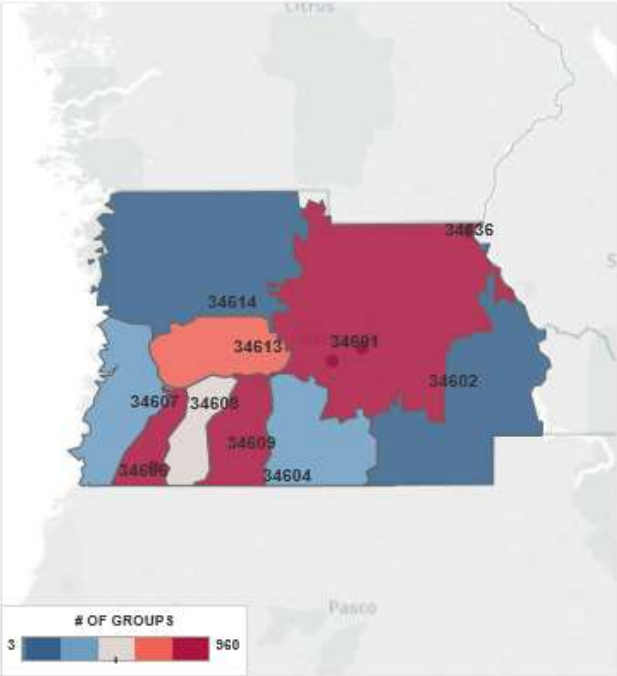
### Key Features:

- Florida Blue has the **LOWEST RATES** in Hernando County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | HERNANDO COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BAYFRONT HEALTH - BROOKSVILLE	●	●	●	●	●	●	●	●
BAYFRONT HEALTH - SPRING HILL	●	●	●	●	●	●	●	●
OAK HILL HOSPITAL	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	124	180	3
BLUEOPTIONS	127	179	3
BLUESelect	104	140	3
SIMPLYBLUE	123	166	3
AETNA HMO	87	152	3
HUMANA HMO	84	121	3
UHC NHP / POS HMO	104	138	3
UHC CHOICE HMO	107	138	3



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# 2020 Florida Blue Placemat

## Highlands

### Competitor View



Carrier	Plan	*Price
UHC	NHP Direct Access BIEP	Lowest
UHC	NHP Direct Access BHX3	+\$3
<b>Florida Blue</b>	<b>BlueSelect 17501</b>	<b>+\$13</b>
<b>Florida Blue</b>	<b>BlueSelect 16503</b>	<b>+\$25</b>
Humana	Canopy OPT 08 Silver Select	+\$170



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueSelect 14556**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$40
- Spec \$85

OR  
**BlueSelect 17501**  
Lowest Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueSelect 16503**  
Low Cost Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

OR  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

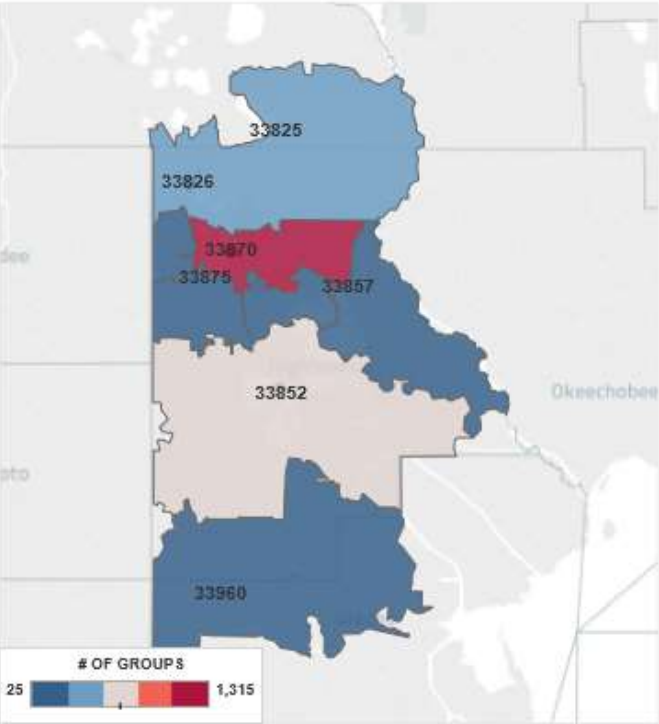
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | HIGHLANDS COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	BLUE SELECT	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH LAKE PLACID	●	●	●	●	●	●
ADVENTHEALTH SEBRING	●	●	●	●	●	●
HIGHLANDS REGIONAL MEDICAL CENTER	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	63	93	3
BLUESelect	56	71	3
AETNA HMO	31	90	3
HUMANA HMO	27	58	3
UHC NHP / POS HMO	55	94	3
UHC CHOICE HMO	63	98	3



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# 2020 Florida Blue Placemat

## Hillsborough

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$11
UHC	NHP Direct Access HMO BIEP	+\$54
UHC	NHP Direct Access HMO BHX3	+\$57
AvMed	Achieve LS700	+\$57

## Maximizing Product Packaging

**Step 1**

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Select a contribution plan  
  
(Lowest cost plan in package)

**Step 2**

**Buy Up Plan: Pick one**  
**SimplyBlue 18851**  
ER Predictability

- DED \$2,750
- Coins 30%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Add a buy up plan

**Step 3**

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a high value plan to create the ultimate choice package

## Value Choice Providers (VCP) PCP and Urgent Care: Sanitas:

- East Tampa - Temple Terrace
- Northeast Tampa - Lake Magdalene
- Northwest Tampa - Citrus Park
- South East Tampa - Riverview
- Tampa (Includes VCP Urgent Care Center)

## Florida Blue Centers:

- Tampa on Westshore Blvd
- Tampa at Carrollwood Commons
- Tampa in Sanitas



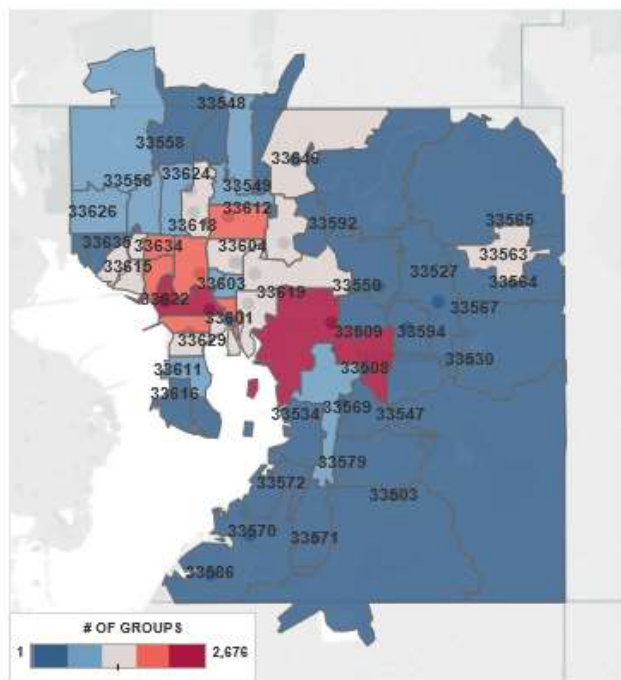
## Key Features:

- Florida Blue has the **LOWEST RATES** in Hillsborough County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Value Choice Provider Urgent Care Centers offer urgent care services for a cost share of **\$0** for the first two visits making urgent care services more affordable than ever.
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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## SMALL GROUP PLACEMAT | HILLSBOROUGH COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH CARROLLWOOD	●	●	●	●	●		●	●
ADVENTHEALTH TAMPA	●	●	●	●	●		●	●
BRANDON REGIONAL HOSPITAL	●	●	●	●	●		●	●
KINDRED HOSPITAL - CENTRAL TAMPA	●	●	●	●	●		●	●
KINDRED HOSPITAL BAY AREA		●	●		●		●	●
MEMORIAL HOSPITAL OF TAMPA	●	●	●	●	●		●	●
MOFFITT CANCER CENTER	●	●		●	●		●	●
SHRINERS HOSPITAL FOR CHILDREN TAMPA	●	●	●	●	●		●	●
SOUTH BAY HOSPITAL	●	●	●	●	●		●	●
SOUTH FLORIDA BAPTIST HOSPITAL	●	●	●	●	●	●	●	●
ST JOSEPH'S CHILDREN'S HOSPITAL						●		
ST JOSEPH'S HOSPITAL	●	●	●	●	●	●	●	●
ST JOSEPH'S HOSPITAL NORTH	●	●	●	●	●	●	●	●
ST JOSEPH'S HOSPITAL SOUTH	●	●	●	●	●	●	●	●
ST JOSEPH'S WOMEN'S HOSPITAL	●	●	●	●	●	●	●	●
TAMPA GENERAL HOSPITAL	●	●	●	●	●		●	●
TOWN AND COUNTRY HOSPITAL					●			

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,146	2,020	14
BLUEOPTIONS	1,182	2,058	15
BLUESelect	907	1,521	14
SIMPLYBLUE	802	1,260	14
AETNA HMO	891	1,498	16
AVMED ENGAGE	44	307	6
UHC NHP / POS HMO	713	1,354	15
UHC CHOICE HMO	813	1,451	15

Florida Blue 

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# 2020 Florida Blue Placemat Holmes



## Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$37
Florida Blue	BlueOptions 20102	+\$44



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

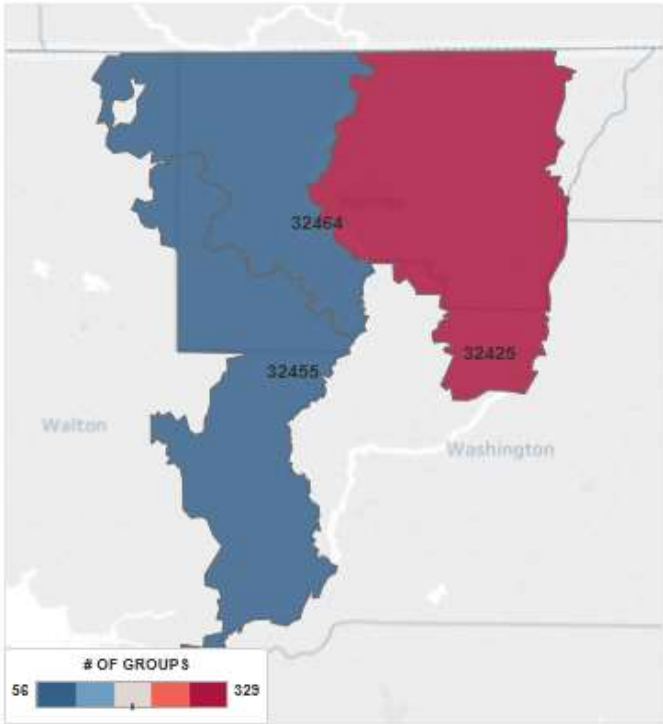
## Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | HOLMES COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	UHC CHOICE HMO
DOCTORS MEMORIAL HOSPITAL	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	7	6	1
UHC CHOICE HMO	7	6	1



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# 2020 Florida Blue Placemat

## Indian River Competitor View



Carrier	Plan	*Price
NHP	NHP Direct Access HMO BIEP	Lowest
NHP	NHP Direct Access HMO BHX3	+\$2
<b>Florida Blue</b>	<b>BlueSelect 17501</b>	<b>+\$23</b>
<b>Florida Blue</b>	<b>BlueSelect 16503</b>	<b>+\$32</b>
Humana	Canopy OPT 008 Silver Select	+\$123



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueSelect 14556**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$40
- Spec \$85

OR  
**BlueSelect 17501**  
Lowest Cost Silver

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueSelect 16503**  
Low Cost Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

OR  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

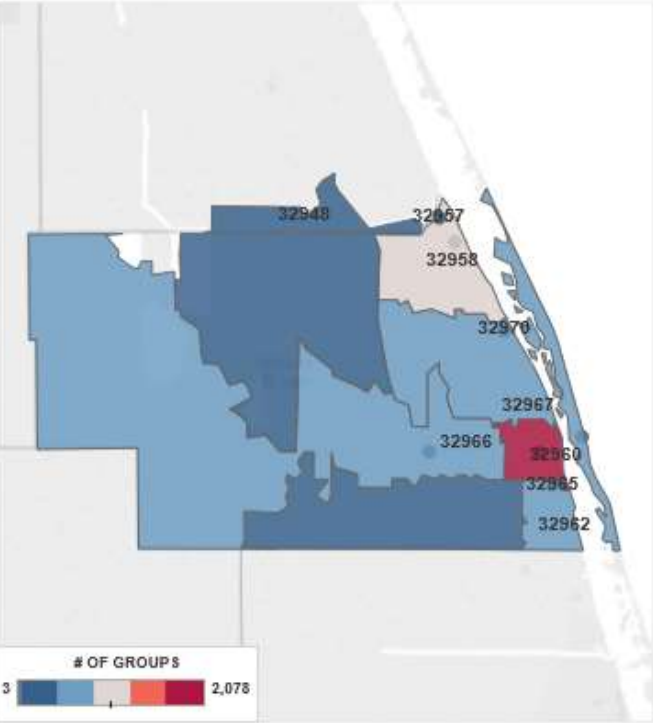
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | INDIAN RIVER COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	BLUE SELECT	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
INDIAN RIVER MEMORIAL HOSPITAL	●	●	●	●	●	●
SEBASTIAN RIVER MEDICAL CENTER	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	150	168	2
BLUESelect	133	144	2
AETNA HMO	32	76	2
HUMANA HMO	33	62	2
UHC NHP / POS HMO	132	143	2
UHC CHOICE HMO	125	153	2



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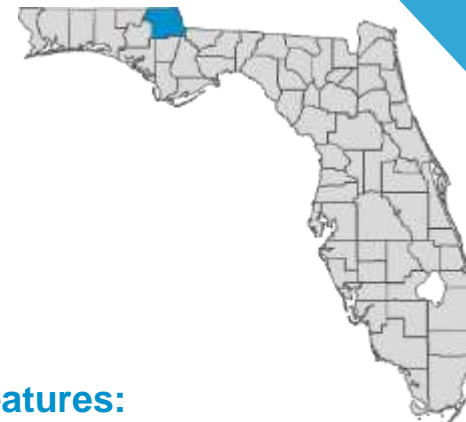
# 2020 Florida Blue Placemat

## Jackson



### Competitor View

Carrier	Plan	*Price
NHP	NHP Direct Access HMO BIEP	<b>Lowest</b>
NHP	NHP Direct Access HMO BHX3	+\$3
Florida Blue	BlueOptions 18152	+\$6
Florida Blue	BlueOptions 20102	+\$13



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

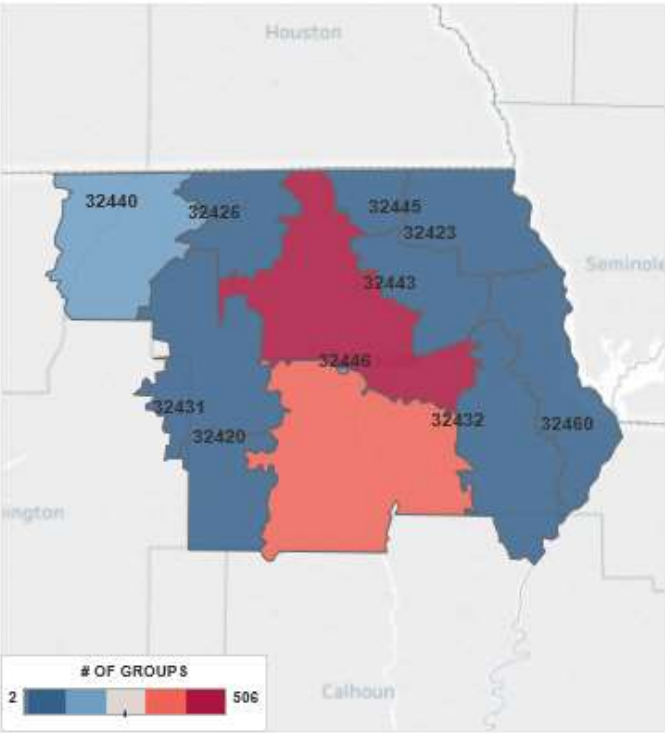
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | JACKSON COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
JACKSON HOSPITAL MARIANNA	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	21	33	1
AETNA HMO	10	8	1
UHC CHOICE HMO	16	16	1



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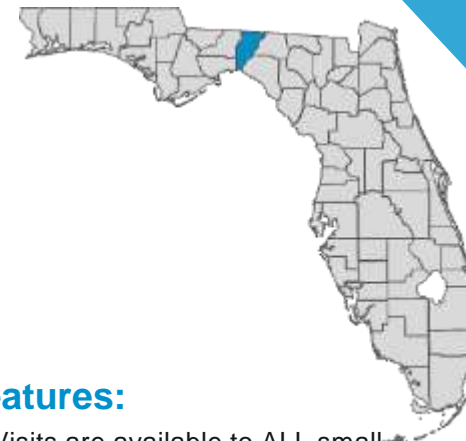
# 2020 Florida Blue Placemat

## Jefferson



### Competitor View

Carrier	Plan	*Price
NHP	NHP Direct Access HMO BIEP	<b>Lowest</b>
NHP	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$89
Florida Blue	BlueOptions 20102	+\$97



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

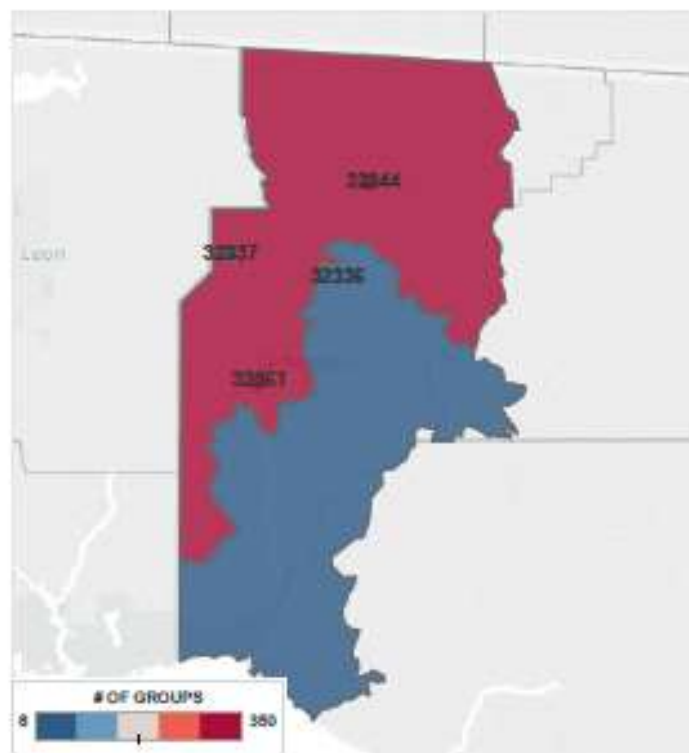
- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUEOPTIONS	2	0
AETNA HMO	2	0
UHC CHOICE HMO	2	1

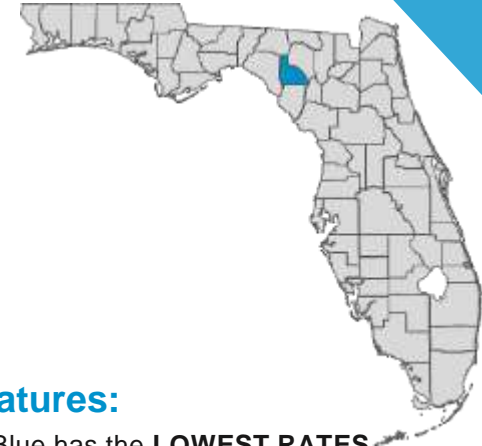
# 2020 Florida Blue Placemat

## Lafayette



### Competitor View

Carrier	Plan	*Price
Florida Blue	BlueOptions 18152	+\$89
Florida Blue	BlueOptions 20102	+\$97
NHP	NHP Direct Access HMO BIEP	Lowest
NHP	NHP Direct Access HMO BHX3	+\$2



### Maximizing Product Packaging

#### Step

1

Select a contribution plan

(Lowest cost plan in package)

#### Contribution plans: Pick one

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

#### Step

2

Add a buy up plan

#### Buy Up Plan: Pick one

**BlueOptions 19103**  
PCP/Spec Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

#### Step

3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

**BlueOptions 14006**  
All Copay

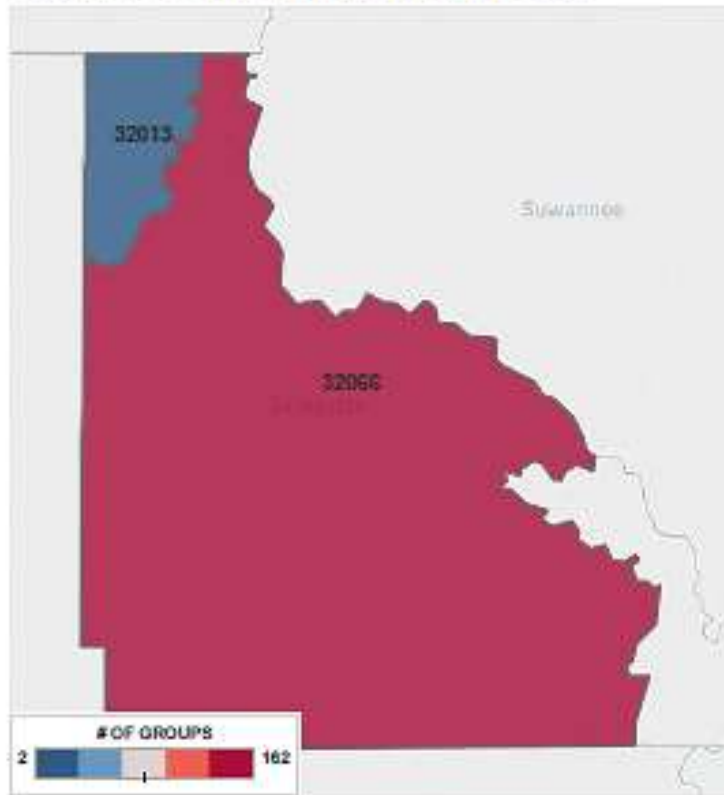
- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

- Florida Blue has the **LOWEST RATES** in Lafayette County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUEOPTIONS	2	1
UHC CHOICE HMO	4	0

# 2020 Florida Blue Placemat

## Lake

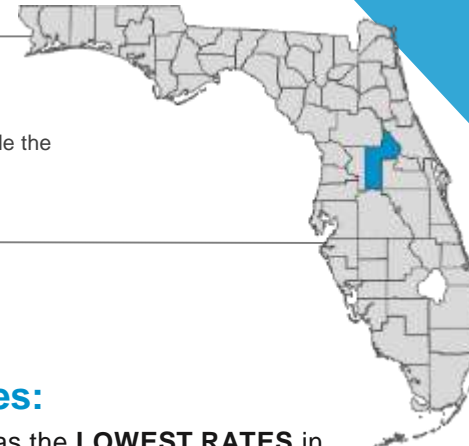
### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$43
UHC	NHP Direct Access HMO BHX3	+\$45
AvMed	Achieve LS750	+\$87

#### Florida Blue Center:

- Clermont - Located inside the Walmart Supercenter



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 18851**  
ER Predictability

- DED \$2,750
- Coins 30%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

#### Key Features:

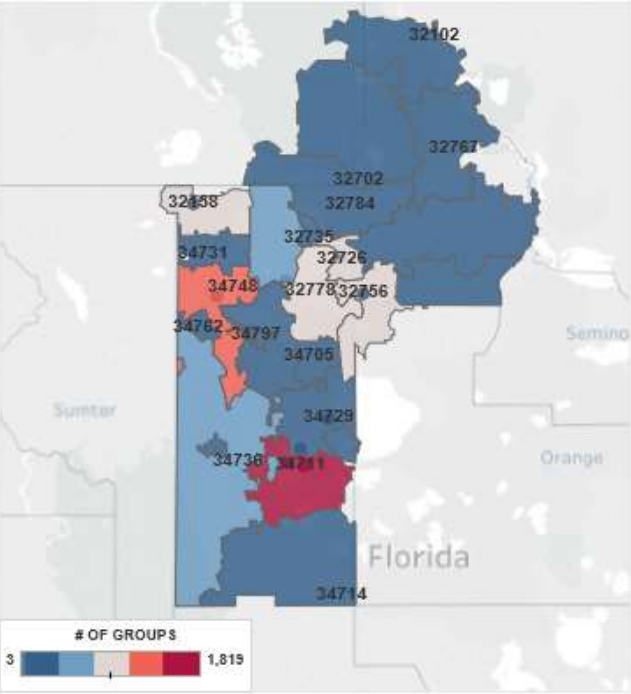
- Florida Blue has the **LOWEST RATES** in Lake County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | LAKE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	312	427	4
BLUEOPTIONS	315	456	4
BLUESelect	280	347	4
SIMPLYBLUE	285	382	4
AETNA HMO	207	402	4
AVMED ENGAGE	14	71	1
HUMANA HMO	148	248	2
UHC NHP / POS HMO	222	308	1
UHC CHOICE HMO	283	409	4

FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH WATERMAN	●	●	●	●	●		●	●	●
LEESBURG REGIONAL MED CTR	●	●	●	●	●				●
SOUTH LAKE HOSPITAL	●	●	●	●	●	●	●		●
THE VILLAGES REGIONAL HOSPITAL	●	●	●	●	●				●



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# 2020 Florida Blue Placemat

Lee



## Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
NHP	NHP Direct Access HMO BIEP	+\$22
NHP	NHP Direct Access HMO BHX3	+\$24
AvMed	Achieve LS750	+\$116

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 19853**  
PCP/Spec Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

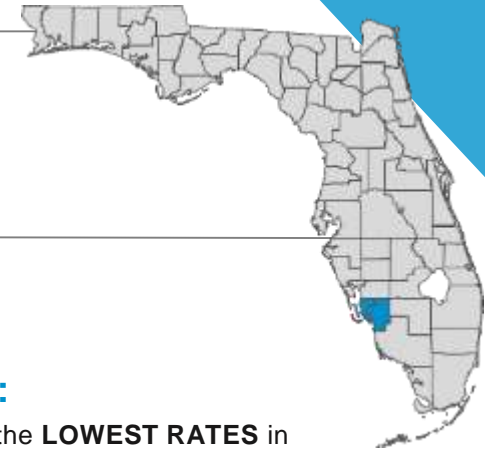
- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Florida Blue Center:

- Fort Myers – Coconut Point

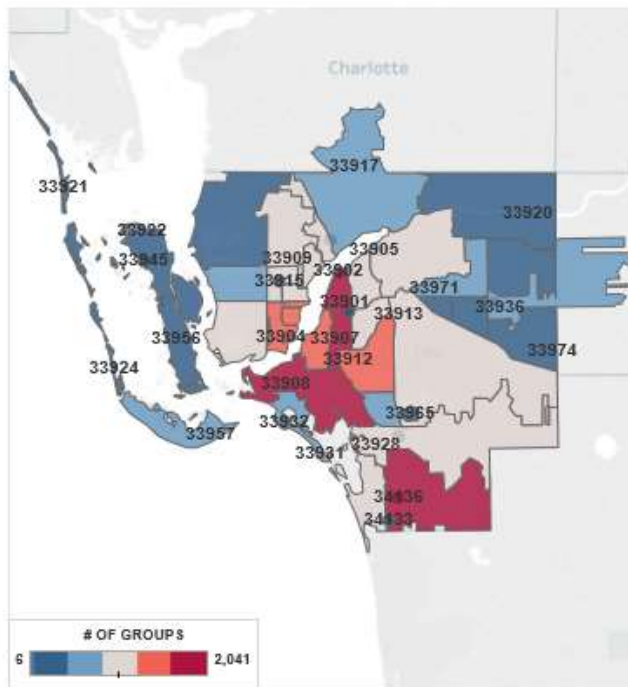


### Key Features:

- Florida Blue has the **LOWEST RATES** in Lee County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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### SMALL GROUP DENSITY BY ZIP CODE



PRODUCT	PCP	SPEC	FACILITY
BLUECARE	478	577	0
BLUEOPTIONS	503	619	0
SIMPLYBLUE	450	567	5
AETNA HMO	319	564	0
HUMANA HMO	124	428	4
UHC NHP / POS HMO	389	571	5
UHC CHOICE HMO	393	597	0

FACILITY NAME	BLUE CARE	BLUE OPTIONS	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
CAPE CORAL HOSPITAL							
GOLISANO CHILDREN'S HOSPITAL OF SOUTHWEST FL.							
GULF COAST MEDICAL CENTER							
HEALTHPARK MEDICAL CENTER							
LEE MEMORIAL HOSPITAL							
LEHIGH REGIONAL							
PROMISE HOSPITAL OF FORT MYERS							

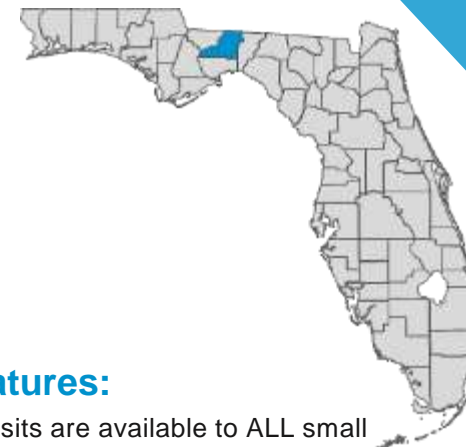
# 2020 Florida Blue Placemat

## Leon



### Competitor View

Carrier	Plan	*Price
NHP	NHP Direct Access HMO BIEP	<b>Lowest</b>
NHP	NHP Direct Access HMO BHX3	+\$2
<b>Florida Blue</b>	<b>BlueOptions 18152</b>	<b>+\$72</b>
<b>Florida Blue</b>	<b>BlueOptions 20102</b>	<b>+\$79</b>
Humana	Canopy OPT 008 Silver CHC	+\$170



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 17001**  
PCP/Spec Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

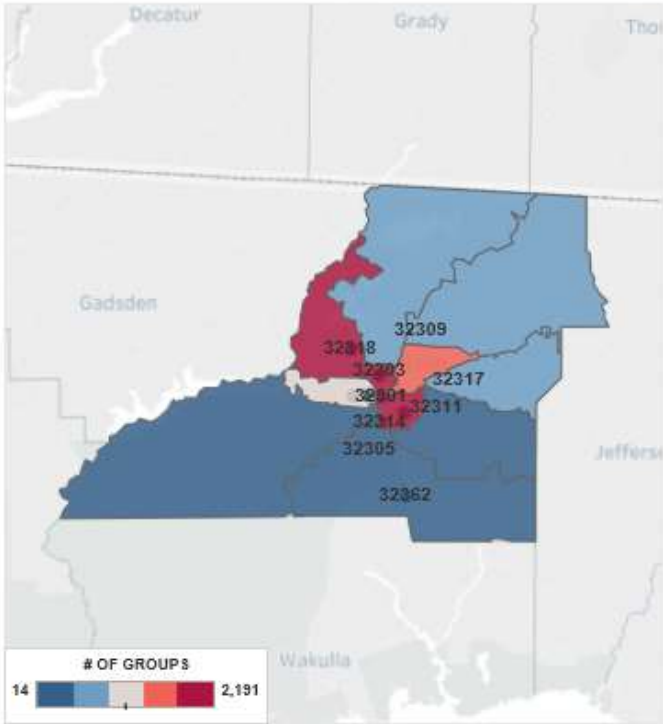
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | LEON COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
CAPITAL REGIONAL MEDICAL CENTER	●	●	●
SELECT SPECIALTY HOSPITAL-TALLAHASSEE	●	●	
TALLAHASSEE MEMORIAL HOSPITAL	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	177	251	3
AETNA HMO	136	223	3
UHC CHOICE HMO	135	230	2

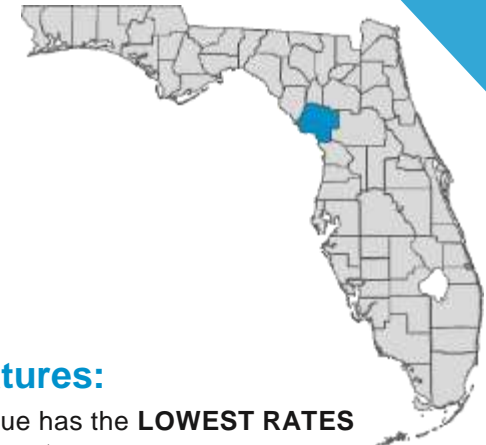
# 2020 Florida Blue Placemat

Levy

## Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$20
Florida Blue	BlueCare 17251	+\$21
UHC	NHP Direct Access HMO BHX3	+\$22
AvMed	Achieve LS750	+\$71



## Maximizing Product Packaging

### Step

1

#### Contribution plans: Pick one

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

### Step

2

#### Buy Up Plan: Pick one

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueCare 14256**  
ER Copay

- DED \$1,000
- Coins 20%
- PCP \$40
- Spec \$90

### Step

3

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

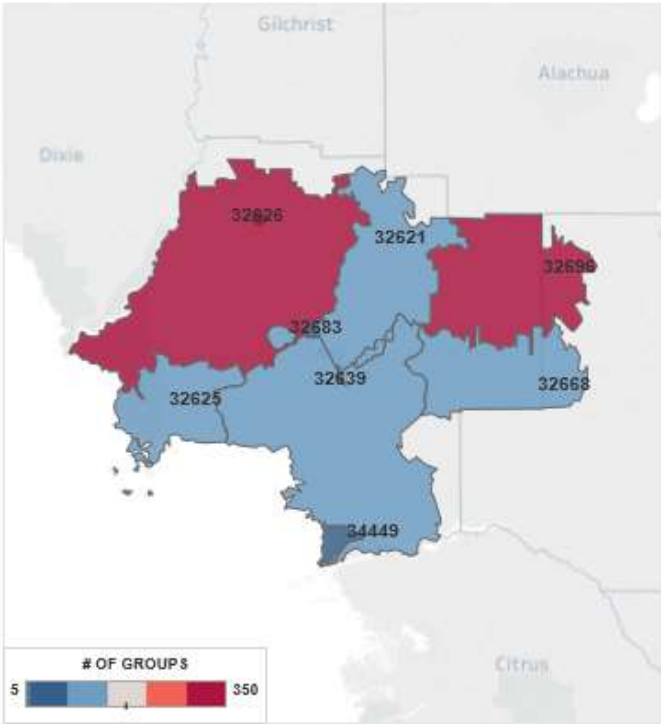
## Key Features:

- Florida Blue has the **LOWEST RATES** in Levy County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | LEVY COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	HUMANA HMO	UHC CHOICE HMO
TRI COUNTY HOSPITAL - WILLISTON	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	51	2	1
BLUEOPTIONS	52	2	1
HUMANA HMO	12	3	1
UHC CHOICE HMO	28	3	1



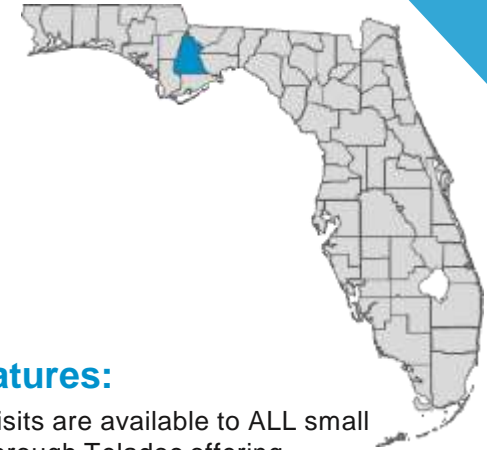
# 2020 Florida Blue Placemat

Liberty

Competitor View



Carrier	Plan	*Price
NHP	NHP Direct Access HMO BIEP	<b>Lowest</b>
NHP	NHP Direct Access HMO BHX3	+\$3
Florida Blue	<b>BlueOptions 18152</b>	<b>+\$5</b>
Florida Blue	<b>BlueOptions 20102</b>	<b>+\$12</b>



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

OR  
**BlueOptions 14002**  
All Copay

- DED \$0
- Coins 0%
- PCP \$15
- Spec \$30

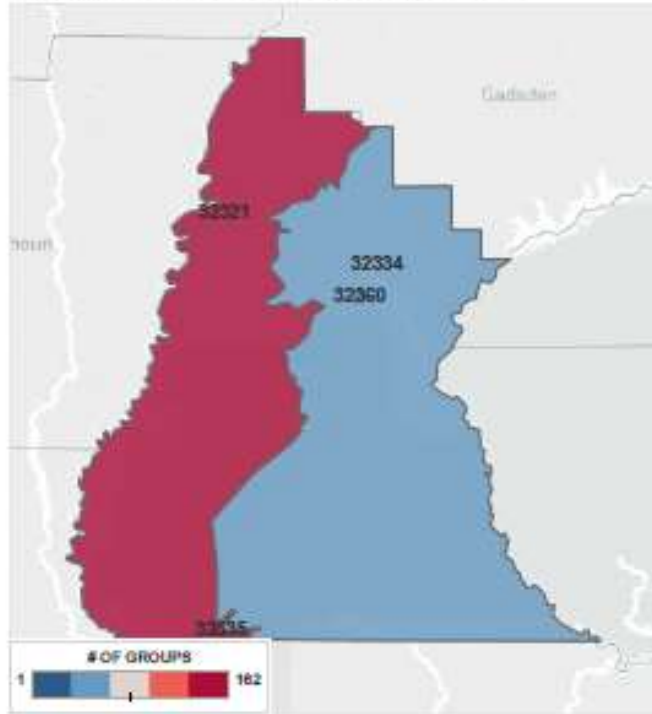
## Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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## SMALL GROUP PLACEMAT | LIBERTY COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



### NETWORK COMPARISON

PRODUCT	PCP
BLUEOPTIONS	3
UHC CHOICE HMO	2

Florida Blue 

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# 2020 Florida Blue Placemat

## Madison



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$3
Florida Blue	BlueOptions 18152	+\$24
Florida Blue	BlueOptions 20102	+\$31
Humana	Canopy OPT 008 Silver CHC	+\$287



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 14104**  
PCP/Spec Predictability

- DED \$1,500
- Coins 20%
- PCP \$20
- Spec \$50

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

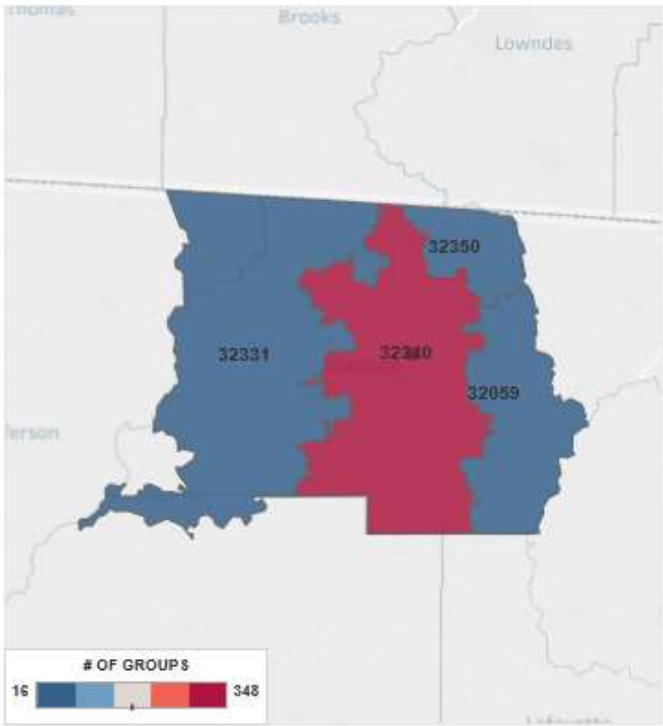
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | MADISON COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
MADISON COUNTY MEMORIAL HOSPITAL	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	8	3	1
AETNA HMO	3	3	1
UHC CHOICE HMO	8	2	1



# 2020 Florida Blue Placemat

## Manatee



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueCare 19353	+\$9
Florida Blue	BlueCare 17251	+\$30
Humana	Canopy OPT 008 Silver Select	+\$73



### Maximizing Product Packaging

#### Step

1

Select a contribution plan  
(Lowest cost plan in package)

#### Contribution plans: Pick one

- BlueCare 19353**  
Lowest Cost Silver
- DED \$3,000
  - Coins 20%
  - PCP \$45
  - Spec \$80
- OR
- BlueCare 17251**  
All Copay
- DED \$0
  - Coins 0%
  - PCP \$40
  - Spec \$80

#### Step

2

Add a buy up plan

#### Buy Up Plan: Pick one

- BlueCare 16253**  
PCP/Spec Predictability
- DED \$3,000
  - Coins 0%
  - PCP \$25
  - Spec \$50
- OR
- BlueCare 14256**  
ER Copay
- DED \$1,000
  - Coins 20%
  - PCP \$40
  - Spec \$90

#### Step

3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

- BlueOptions 20001**  
All Copay
- DED \$0
  - Coins 0%
  - PCP \$40
  - Spec \$90
- OR
- BlueOptions 14006**  
All Copay
- DED \$1,000
  - Coins 20%
  - PCP \$25
  - Spec \$45

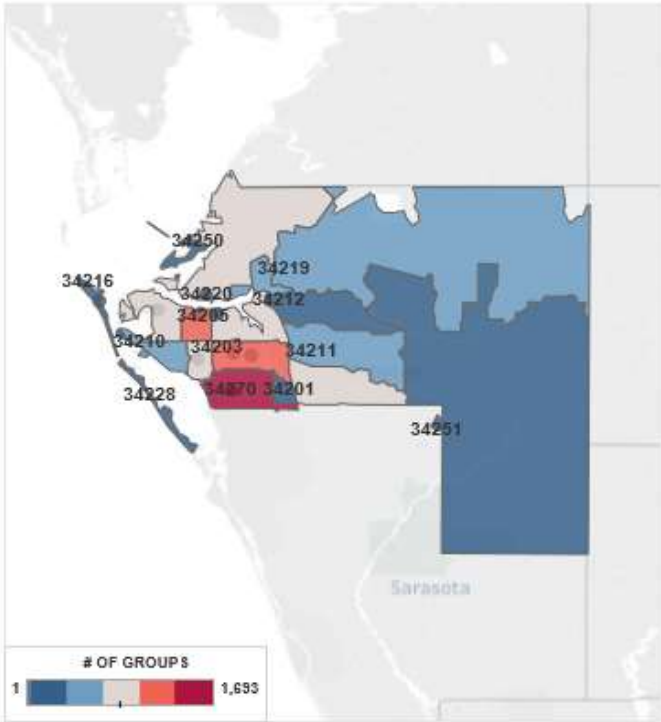
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | MANATEE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	HUMANA HMO	UHC CHOICE HMO
BLAKE MEDICAL CENTER	●	●	●	●	●
LAKEWOOD RANCH MEDICAL CENTER	●	●	●	●	●
MANATEE MEMORIAL HOSPITAL	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	251	277	3
BLUEOPTIONS	261	298	3
AETNA HMO	168	276	3
HUMANA HMO	159	221	3
UHC CHOICE HMO	200	267	3



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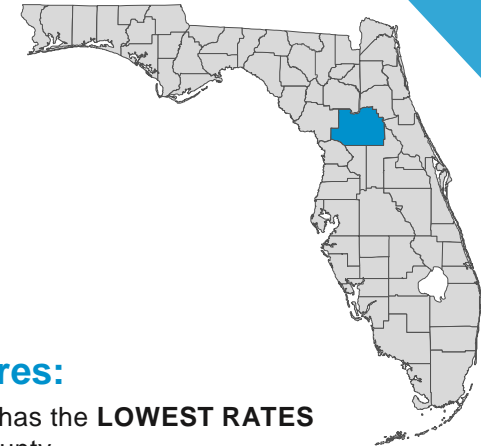
# 2020 Florida Blue Placemat

Marion

Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$40
UHC	NHP Direct Access HMO BHX3	+\$42
Humana	Canopy OPT 008 Silver Select	+\$122



## Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

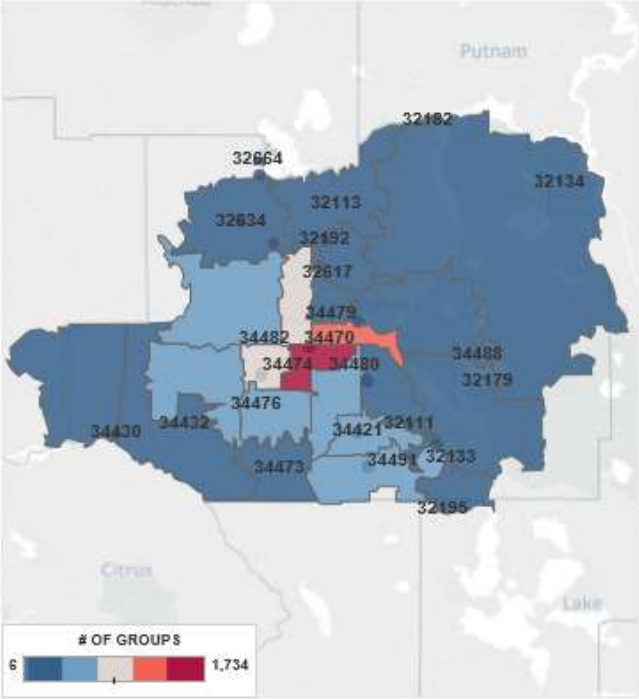
- Florida Blue has the **LOWEST RATES** in Marion County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | MARION COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
ADVENTHEALTH OCALA	●	●	●	●		●	●	●
KINDRED HOSPITAL OCALA	●	●	●		●			
MUNROE REGIONAL HEALTH SYSTEM INC.	●	●	●	●	●			
OCALA REGIONAL MEDICAL CENTER	●	●	●	●	●		●	●
WEST MARION COMMUNITY HOSPITAL	●	●	●	●	●		●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	198	360	5
BLUEOPTIONS	206	374	5
BLUESelect	148	220	5
SIMPLYBLUE	183	343	4
AETNA HMO	159	283	4
AVMED ENGAGE	6	53	1
HUMANA HMO	92	166	3
UHC CHOICE HMO	183	270	3



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# 2020 Florida Blue Placemat

Martin

Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
NHP	NHP Direct Access HMO BIEP	+\$90
NHP	NHP Direct Access HMO BHX3	+\$93
Humana	Canopy OPT 008 Silver Select	+\$202

## Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

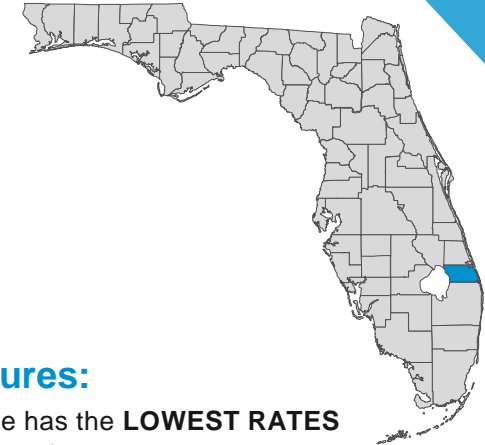
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



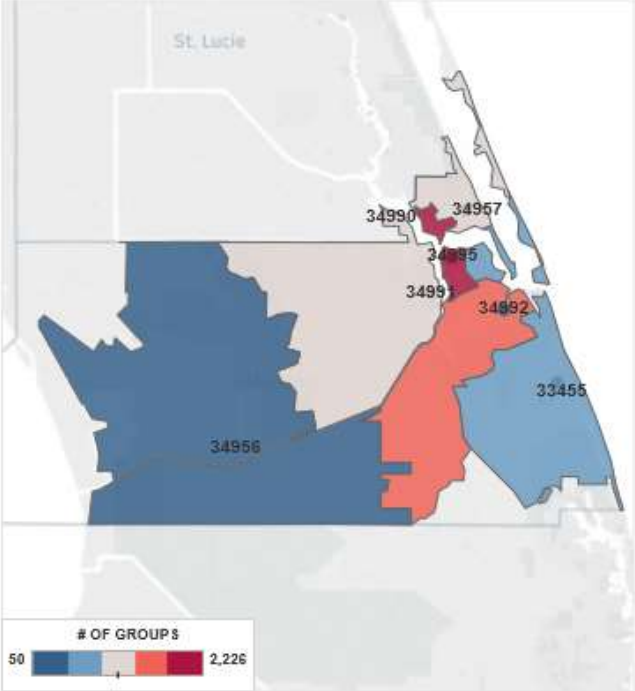
## Key Features:

- Florida Blue has the **LOWEST RATES** in Martin County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | MARTIN COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
MARTIN MEMORIAL HOSPITAL SOUTH	●	●	●	●	●	●	●	●
MARTIN MEMORIAL MEDICAL CENTER	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	119	160	2
BLUEOPTIONS	120	188	2
BLUESELECT	100	153	2
SIMPLYBLUE	104	147	2
AETNA HMO	79	177	2
HUMANA HMO	38	119	2
UHC NHP / POS HMO	84	155	2
UHC CHOICE HMO	81	158	2



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# 2020 Florida Blue Placemat

## Miami-Dade

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
Humana	Canopy OPT 008 Silver Select	+\$24
NHP	NHP Direct Access HMO BIEP	+\$33
NHP	NHP Direct Access HMO BHX3	+\$36



### Value Choice Providers (VCP)

#### PCP and Urgent Care:

##### Sanitas:

- Coral Gables
- Doral (Includes Urgent Care Center)
- Hialeah
- Homestead
- Kendall (Includes Urgent Care Center)
- Little Havana
- Miami Lakes at 67<sup>th</sup> Avenue
- Miami Lakes
- Northeast Miami
- Palmetto Bay

#### Florida Blue Centers:

- Hialeah at Palm Springs Mile
- Kendall in Sanitas
- Miami at Keystone Plaza
- Miami at the Falls
- Miami in Sanitas
- Doral in Sanitas

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

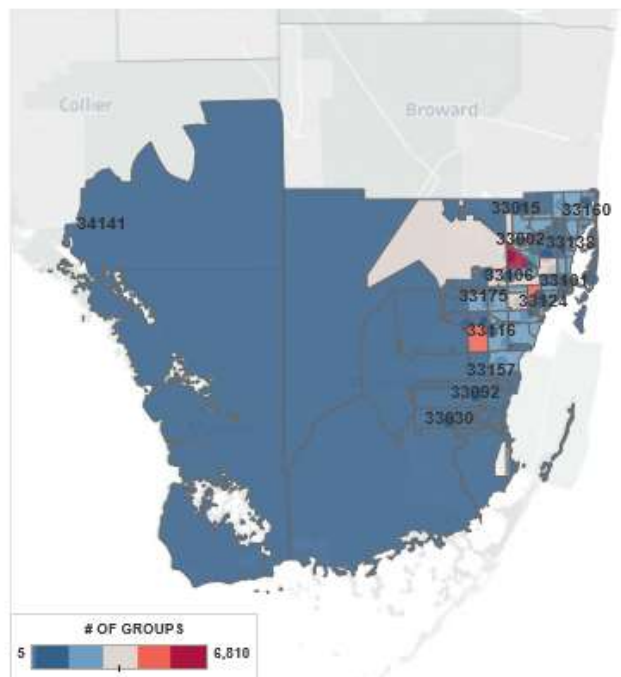
## Key Features:

- Florida Blue has the **LOWEST RATES** in Miami-Dade County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Value Choice Provider Urgent Care Centers offer urgent care services for a cost share of **\$0** for the first two visits making urgent care services more affordable than ever.
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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## SMALL GROUP PLACEMAT | MIAMI-DADE COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,532	2,245	27
BLUEOPTIONS	1,633	2,455	27
BLUESelect	908	1,218	12
SIMPLYBLUE	995	1,877	25
AETNA HMO	1,354	2,184	26
AVMED ENGAGE	845	1,404	13
HUMANA HMO	928	1,762	23
UHC NHP / POS HMO	1,504	2,352	24
UHC CHOICE HMO	1,463	2,318	24

FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
AVENTURA HOSPITAL AND MED CTR	●	●		●	●		●	●	●
BAPTIST HOSPITAL	●	●	●	●	●	●	●	●	●
BASCOM PALMER EYE INSTITUTE-AN..	●	●		●	●		●	●	●
CORAL GABLES HOSPITAL	●	●		●	●		●	●	●
DOCTORS HOSPITAL	●	●	●	●	●	●	●	●	●
DOUGLAS GARDENS HOSPITAL	●	●		●					
HIALEAH HOSPITAL	●	●		●	●		●	●	●
HOLTZ CHILDREN'S HOSPITAL						●			
HOMESTEAD HOSPITAL	●	●	●	●	●	●	●	●	●
JACKSON MEMORIAL HOSPITAL	●	●	●	●	●	●	●	●	●
JACKSON NORTH MEDICAL CENTER	●	●	●	●	●	●	●	●	●
JACKSON SOUTH COMMUNITY HOSP..	●	●	●	●	●	●	●	●	●
KENDALL REGIONAL MEDICAL CENT..	●	●		●	●	●	●	●	●
KINDRED HOSPITAL SOUTH FLORIDA..	●	●	●		●	●	●	●	●
LARKIN COMMUNITY HOSPITAL	●	●		●	●		●	●	●
LARKIN COMMUNITY HOSPITAL PAL..	●	●		●	●		●	●	●
MERCY HOSPITAL INC.	●	●	●	●	●		●	●	●
MT. SINAI MEDICAL CENTER	●	●		●	●	●	●	●	●
NICKLAUS CHILDRENS HOSPITAL	●	●		●	●	●	●	●	●
NORTH SHORE MEDICAL CENTER AN..	●	●		●	●		●	●	●
PALMETTO GENERAL HOSPITAL	●	●		●	●		●	●	●
PROMISE HOSPITAL OF MIAMI	●	●	●		●		●		
SELECT SPECIALTY HOSPITAL-MIAMI	●	●	●	●	●		●		●
SOUTH MIAMI HOSPITAL	●	●	●	●	●	●	●	●	●
SYLVESTER COMPREHENSIVE CANC..	●	●		●	●				
UNIVERSITY OF MIAMI HOSPITAL	●	●		●	●			●	●
WEST KENDALL BAPTIST HOSPITAL	●	●	●	●	●	●	●	●	●
WESTCHESTER GENERAL HOSPITAL	●	●		●	●		●	●	●

Florida Blue 

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# 2020 Florida Blue Placemat

## Monroe



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$3
Florida Blue	BlueOptions 18152	+\$92
Florida Blue	BlueOptions 20102	+\$102
Humana	Canopy OPT 008 Silver CHC	+\$213



### Maximizing Product Packaging

#### Step

1

Select a contribution plan

(Lowest cost plan in package)

#### Contribution plans: Pick one

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

#### Step

2

Add a buy up plan

#### Buy Up Plan: Pick one

**BlueOptions 18102**  
ER Predictability

- DED \$2,750
- Coins 10%
- PCP \$45
- Spec \$80

OR

**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

#### Step

3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

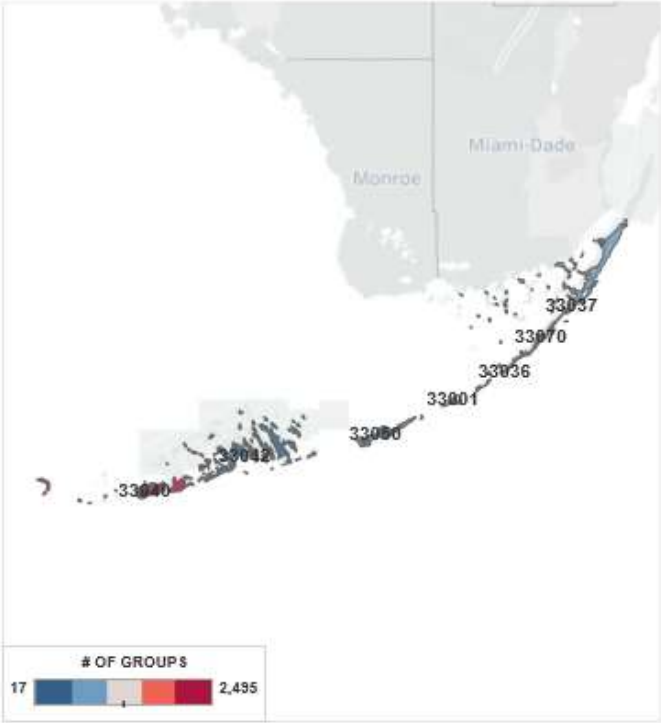
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | MONROE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
FISHERMENS HOSPITAL	●	●	●
LOWER KEYS MEDICAL CENTER	●	●	●
MARINERS HOSPITAL	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	53	88	3
AETNA HMO	33	72	3
UHC CHOICE HMO	40	87	3



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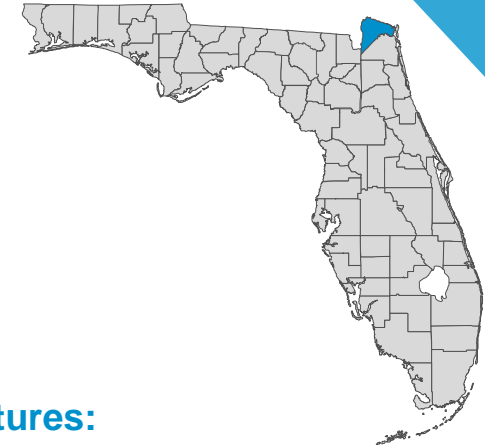
# 2020 Florida Blue Placemat

## Nassau



### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$41
UHC	NHP Direct Access HMO BHX3	+\$43
AvMed	Achieve LS750-SG20	+\$75



### Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

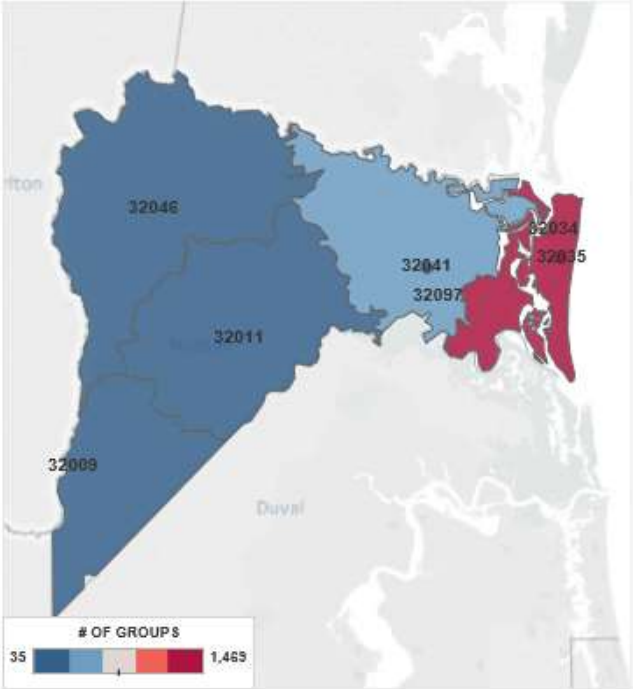
### Key Features:

- Florida Blue has the **LOWEST RATES** in Nassau County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | NASSAU COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
BAPTIST MEDICAL CTR-NASSAU	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	35	66	1
BLUEOPTIONS	35	67	1
SIMPLYBLUE	34	59	1
AETNA HMO	27	52	1
AVMED ENGAGE	12	36	1
HUMANA HMO	22	32	1
UHC CHOICE HMO	30	80	1



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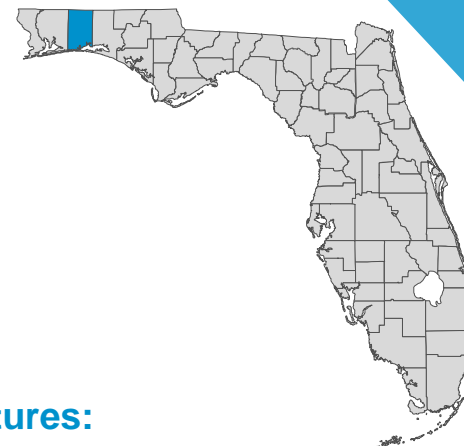
# 2020 Florida Blue Placemat

## Okaloosa

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$42
UHC	NHP Direct Access HMO BHX3	+\$44
Humana	Canopy OPT 008 Silver CHC	+\$334



### Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

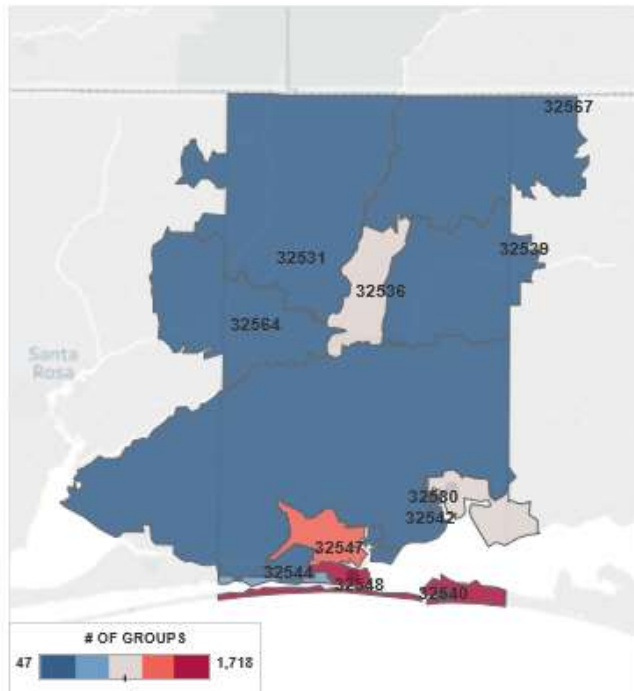
### Key Features:

- Florida Blue has the **LOWEST RATES** in Okaloosa County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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## SMALL GROUP PLACEMAT | OKALOOSA COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	UHC CHOICE HMO
FORT WALTON BEACH MEDICAL CENTER	●	●	●	●	●
NORTH OKALOOSA MEDICAL CENTER	●	●	●	●	●
TWIN CITIES HOSPITAL	●	●	●	●	●

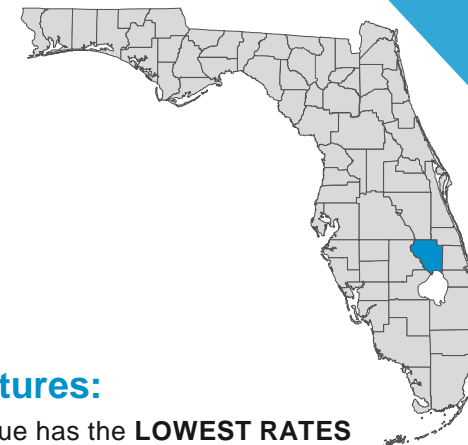
### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	113	179	3
BLUEOPTIONS	134	212	3
BLUESELECT	113	183	3
SIMPLYBLUE	108	170	3
UHC CHOICE HMO	89	165	3

# 2020 Florida Blue Placemat

## Okeechobee

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$16
UHC	NHP Direct Access HMO BHX3	+\$19
Florida Blue	BlueCare 17251	+\$25
Humana	Canopy OPT 008 Silver CHC	+\$247

### Maximizing Product Packaging

**Step 1**

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

---

**Step 2**

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueCare 14306**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

---

**Step 3**

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

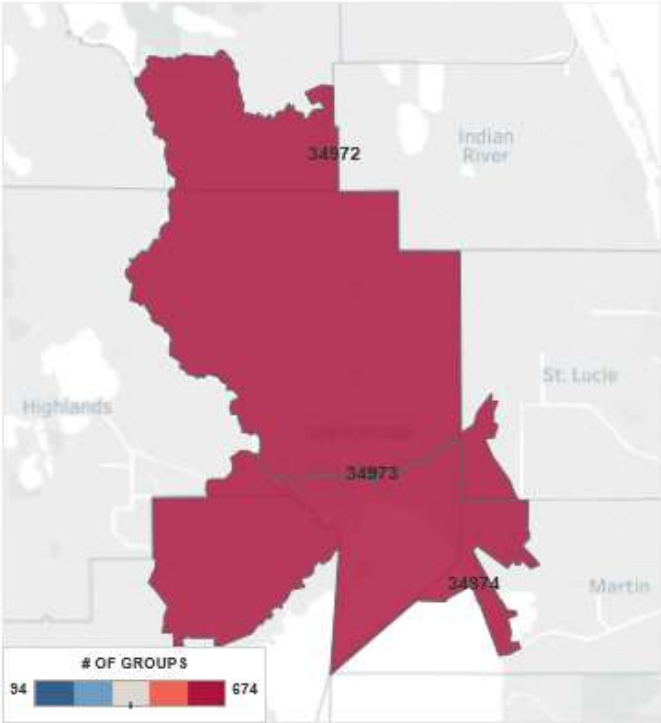
### Key Features:

- Florida Blue has the **LOWEST RATES** in Okeechobee County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | OKEECHOBEE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
RAULERSON HOSPITAL	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	26	35	1
BLUEOPTIONS	26	38	1
AETNA HMO	24	28	1
HUMANA HMO	12	25	1
UHC NHP / POS HMO	23	33	1
UHC CHOICE HMO	24	35	1



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# 2020 Florida Blue Placemat

Orange

Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$11
UHC	NHP Direct Access HMO BIEP	+\$24
UHC	NHP Direct Access HMO BHX3	+\$26
AvMed	Achieve LS700-SG 19	+\$69

## Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

### Contribution plans: Pick one

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

### Buy Up Plan: Pick one

**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Value Choice Providers (VCP) PCP and Urgent Care:

### Sanitas:

#### Sanitas:

- Ocoee (Includes Urgent Care Center)
- Orlando South Central
- Orlando East (Includes Urgent Care Center)
- Orlando Central

### GuideWell Emergency Doctors:

- Winter Park (Urgent Care)
- Orlando (Urgent Care)
- Ocoee (Urgent Care)

## Florida Blue Centers:

- Winter Park
- East Orlando in Sanitas



## Key Features:

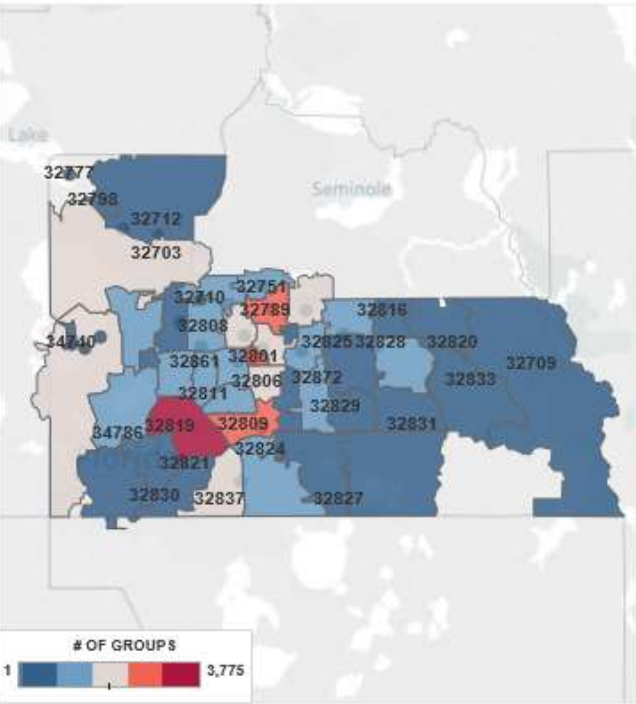
- Florida Blue has the **LOWEST RATES** in Orange County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Value Choice Provider Urgent Care Centers offer urgent care services for a cost share of **\$0** for the first two visits making urgent care services more affordable than ever.
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | ORANGE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH AOPKA	●	●	●	●	●		●	●	●
ADVENTHEALTH EAST ORLANDO	●	●	●	●	●		●	●	●
ADVENTHEALTH FOR CHILDREN	●	●	●	●	●			●	●
ADVENTHEALTH ORLANDO	●	●	●	●	●		●	●	●
ADVENTHEALTH WINTER GARDEN	●	●	●	●	●		●	●	●
ADVENTHEALTH WINTER PARK	●	●	●	●	●		●	●	●
ARNOLD PALMER HOSPITAL FOR CHI..	●	●	●	●	●	●	●		●
DR P PHILLIPS HOSPITAL	●	●	●	●	●	●	●		●
HEALTH CENTRAL	●	●	●	●	●	●	●		●
NEMOURS CHILDRENS HOSPITAL	●	●		●	●		●		●
ORLANDO REGIONAL MEDICAL CENT..	●	●	●	●	●	●	●		●
SELECT SPECIALTY HOSPITAL - ORL..	●	●	●	●	●		●		
WINNIE PALMER HOSPITAL FOR WO..	●	●	●	●	●	●	●		●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,474	2,033	14
BLUEOPTIONS	1,503	2,088	14
BLUESELECT	1,295	1,785	13
SIMPLYBLUE	662	1,098	14
AETNA HMO	632	1,156	15
AVMED ENGAGE	179	335	6
HUMANA HMO	526	976	14
UHC NHP / POS HMO	575	897	6
UHC CHOICE HMO	780	1,233	13



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# 2020 Florida Blue Placemat

## Osceola

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$11
UHC	NHP Direct Access HMO BIEP	+\$21
UHC	NHP Direct Access HMO BHX3	+\$23
AvMed	Achieve LS700-SG 19	+\$53

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



### Value Choice Providers (VCP) PCP and Urgent Care:

#### Sanitas:

- Kissimmee – Osceola Parkway (Includes Urgent Care Center)
- Kissimmee – Oak Street
- Poinciana

#### Florida Blue Center:

- Kissimmee in Sanitas

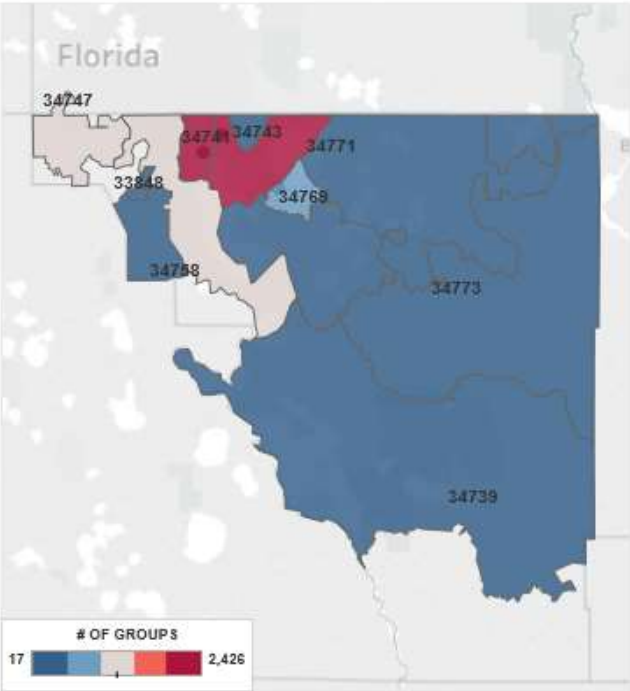
### Key Features:

- Florida Blue has the **LOWEST RATES** in Osceola County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Value Choice Provider Urgent Care Centers offer urgent care services for a cost share of **\$0** for the first two visits making urgent care services more affordable than ever.
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | OSCEOLA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH CELEBRATION	●	●	●	●	●		●	●	●
ADVENTHEALTH KISSIMMEE	●	●	●	●	●		●	●	●
OSCEOLA REGIONAL MEDICAL CENT..	●	●	●	●			●		●
ST. CLOUD REGIONAL MEDICAL CEN..	●	●	●	●	●	●	●		●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	282	312	4
BLUEOPTIONS	289	340	4
BLUESelect	194	262	4
SIMPLYBLUE	169	285	4
AETNA HMO	212	285	3
AVMED ENGAGE	29	49	1
HUMANA HMO	176	301	4
UHC NHP / POS HMO	213	243	2
UHC CHOICE HMO	241	335	4



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# 2020 Florida Blue Placemat

## Palm Beach

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
NHP	NHP Direct Access HMO BIEP	+\$48
NP	NHP Direct Access HMO BHX3	+\$50
Humana	Canopy OPT 008 Silver Select	+\$66

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

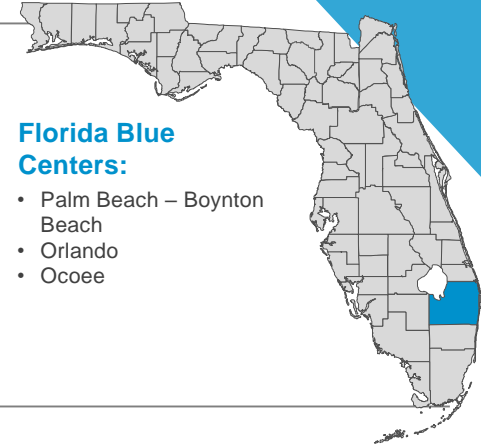
**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45



#### Value Choice Providers (VCP):

- Boca Raton
- Boynton Beach
- Jupiter Beach
- Wellington
- West Palm Beach

#### Florida Blue Centers:

- Palm Beach – Boynton Beach
- Orlando
- Ocoee

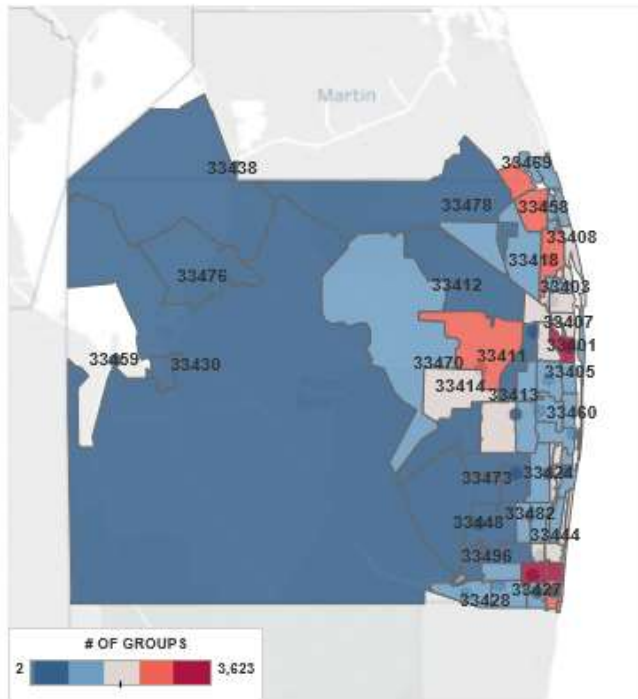
### Key Features:

- Florida Blue has the **LOWEST RATES** in Palm Beach County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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## SMALL GROUP PLACEMAT | PALM BEACH COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BETHESDA HOSPITAL INC.	●	●	●	●		●	●	●	●
BETHESDA HOSPITAL WEST	●	●	●	●		●	●	●	●
BOCA RATON REGIONAL HOSPITAL	●	●		●	●	●	●	●	●
DELRAY MEDICAL CENTER	●	●		●	●		●	●	●
GOOD SAMARITAN HOSPITAL	●	●		●	●		●	●	●
JFK MEDICAL CENTER	●	●		●	●		●	●	●
JFK MEDICAL CENTER NORTH CAMP..	●	●		●	●		●	●	●
JUPITER MEDICAL CENTER	●	●	●	●	●		●	●	●
KINDRED HOSPITAL THE PALM BEAC..	●	●	●	●	●	●		●	●
LAKESIDE MEDICAL CENTER	●	●		●	●		●	●	●
PALM BEACH GARDENS	●	●		●	●		●	●	●
PALMS WEST HOSPITAL	●	●		●	●	●	●	●	●
SELECT SPECIALTY HOSPITAL - PAL..	●	●	●	●	●		●		
ST MARYS MEDICAL CENTER	●	●		●	●		●	●	●
WELLINGTON REGL MEDICAL CENTER	●	●		●	●		●	●	●
WEST BOCA MEDICAL CENTER	●	●		●	●		●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,082	1,750	16
BLUEOPTIONS	1,157	1,970	16
BLUESelect	727	1,166	5
SIMPLYBLUE	965	1,637	16
AETNA HMO	754	1,474	14
AVMED ENGAGE	529	835	5
HUMANA HMO	557	1,099	15
UHC NHP / POS HMO	850	1,438	15
UHC CHOICE HMO	819	1,425	15

Florida Blue 

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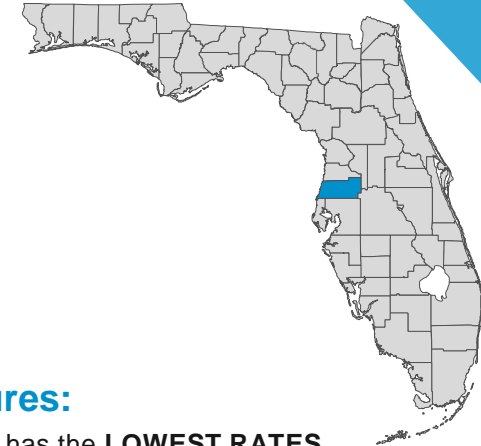
# 2020 Florida Blue Placemat

## Pasco

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$18
UHC	NHP Direct Access HMO BHX3	+\$20
AvMed	Achieve LS750-SG20	+\$56



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

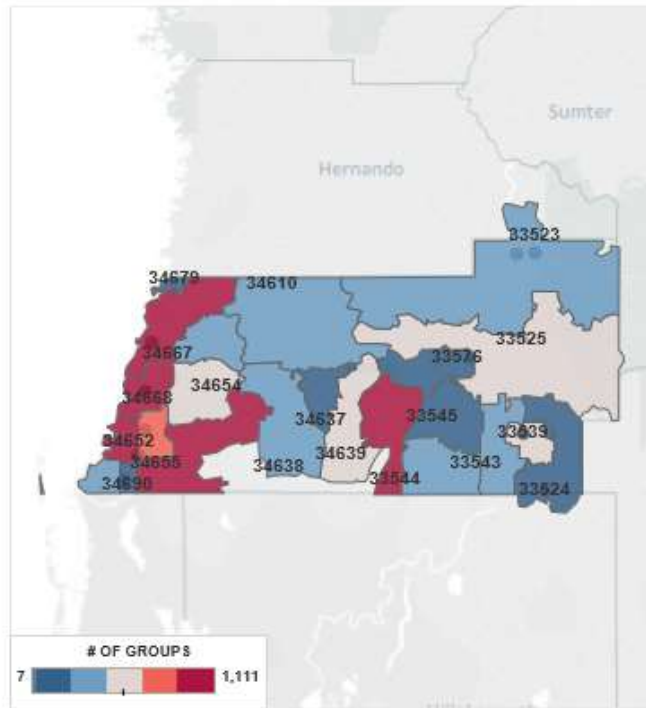
### Key Features:

- Florida Blue has the **LOWEST RATES** in Pasco County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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## SMALL GROUP PLACEMAT | PASCO COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH CONNERTON	●	●	●	●	●		●	●	●
ADVENTHEALTH DADE CITY	●	●	●				●	●	●
ADVENTHEALTH WESLEY CHAPEL	●	●	●	●	●		●	●	●
ADVENTHEALTH ZEPHYRHILLS	●	●	●	●	●		●	●	●
MEDICAL CENTER OF TRINITY	●	●	●	●	●		●	●	●
MORTON PLANT NORTH BAY HOSPIT..	●	●	●	●	●	●	●	●	●
PASCO REGIONAL MEDICAL CENTER	●	●	●	●	●				
REGIONAL MEDICAL CENTRE BAYON..	●	●	●	●	●		●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	346	559	8
BLUEOPTIONS	338	564	8
BLUESelect	232	389	8
SIMPLYBLUE	290	467	7
AETNA HMO	250	472	7
AVMED ENGAGE	30	123	1
HUMANA HMO	248	369	7
UHC NHP / POS HMO	246	394	7
UHC CHOICE HMO	340	461	7

Florida Blue 

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# 2020 Florida Blue Placemat

## Pinellas

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$29
UHC	NHP Direct Access HMO BHX3	+\$30
AvMed	Achieve LS750-SG20	+\$40

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

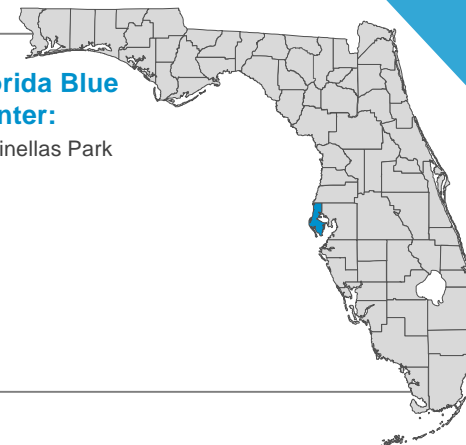
- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Value Choice Providers (VCP):

Diagnostic Clinic  
Medical Group:  
• Largo  
• Countryside  
• Palm Harbor  
• St. Petersburg  
Offices

### Florida Blue Center:

- Pinellas Park



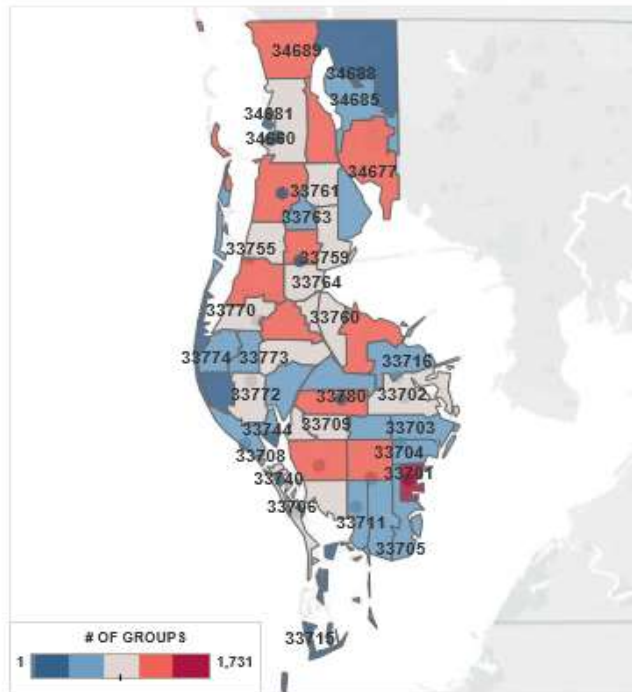
### Key Features:

- Florida Blue has the **LOWEST RATES** in Pinellas County
- **SimplyBlue** is Florida Blue's lead low cost HMO and does not require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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## SMALL GROUP PLACEMAT | PINELLAS COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH NORTH PINELLAS	●	●	●	●	●		●	●	●
ALL CHILDRENS HOSPITAL	●	●	●	●	●		●	●	●
BAYCARE ALLIANT HOSPITAL	●	●	●	●		●	●	●	●
BAYFRONT HEALTH - ST PETERSBURG	●	●	●	●	●		●	●	●
KINDRED HOSPITAL-ST. PETERSBURG	●	●	●		●			●	●
LARGO MEDICAL CENTER	●	●	●	●	●		●	●	●
MEASE COUNTRYSIDE HOSPITAL	●	●	●	●	●	●	●	●	●
MEASE DUNEDIN HOSPITAL	●	●	●	●	●	●	●	●	●
MEASE HOSPITAL COUNTRYSIDE							●		
MORTON PLANT HOSPITAL	●	●	●	●	●	●	●	●	●
NORTHSIDE HOSPITAL	●	●	●	●	●		●	●	●
PALMS OF PASADENA HOSPITAL	●	●	●	●	●		●	●	●
ST ANTHONY'S HOSPITAL	●	●	●	●	●	●	●	●	●
ST. PETERSBURG GENERAL	●	●	●	●	●		●	●	●
SUN COAST HOSPITAL	●	●	●	●	●		●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	1,212	1,661	14
BLUEOPTIONS	1,209	1,677	14
BLUESELECT	988	1,417	14
SIMPLYBLUE	577	811	13
AETNA HMO	553	901	13
AVMED ENGAGE	8	373	5
HUMANA HMO	522	763	14
UHC NHP / POS HMO	671	829	14
UHC CHOICE HMO	709	891	14

Florida Blue 

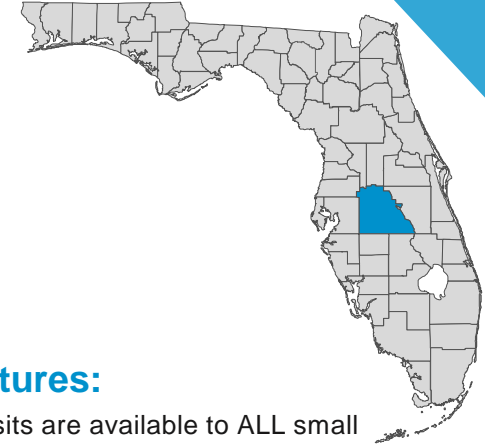
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# 2020 Florida Blue Placemat

## Polk Competitor View



Carrier	Plan	*Price
UHC	NHP NHP Direct Access HMO BIEP	Lowest
UHC	NHP NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueCare 19353	+\$25
Florida Blue	BlueCare 17251	+\$56
AvMed	Achieve LS750-SG20	+\$77



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR  
**BlueCare 14256**  
ER Predictability

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

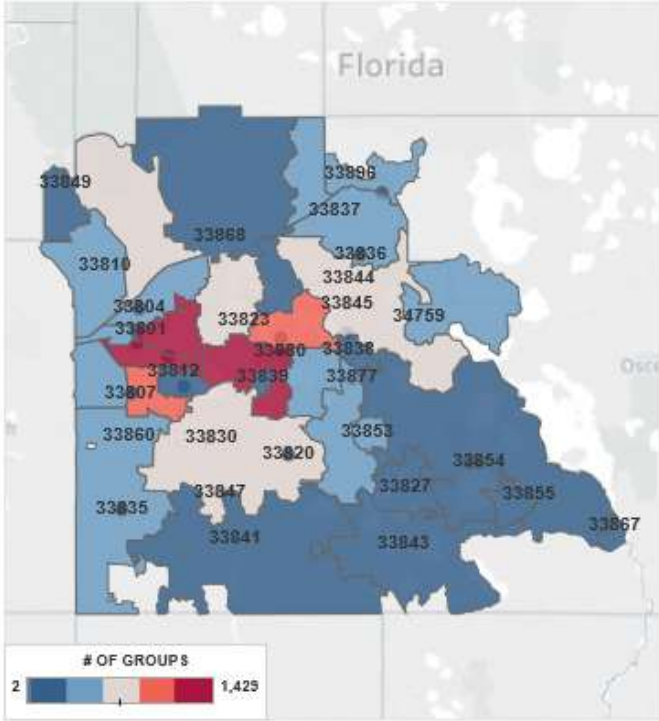
## Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | POLK COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
BARTOW REGIONAL MEDICAL CENTER	●	●	●	●	●	●	●	●
HEART OF FLORIDA REGIONAL MEDICAL CE	●	●	●	●		●	●	●
LAKE WALES MEDICAL CENTER	●	●	●	●		●	●	●
LAKELAND REGIONAL MEDICAL CENTER	●	●		●		●	●	●
POINCIANA MEDICAL CENTER	●	●	●	●		●		●
WINTER HAVEN HOSPITAL	●	●	●	●	●	●	●	●
WINTER HAVEN WOMEN'S HOSPITAL				●			●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	441	543	6
BLUEOPTIONS	450	557	6
BLUESELECT	259	294	5
AETNA HMO	319	533	7
AVMED ENGAGE	47	101	2
HUMANA HMO	252	430	6
UHC NHP / POS HMO	324	465	6
UHC CHOICE HMO	346	483	7



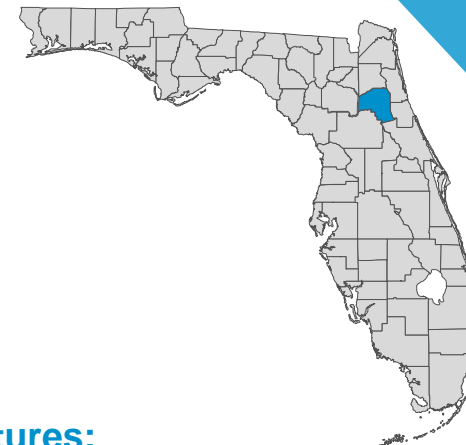
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# 2020 Florida Blue Placemat

## Putnam Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$7
UHC	NHP Direct Access HMO BIEP	+\$45
UHC	NHP Direct Access HMO BHX3	+\$47
Humana	Canopy OPT 008 Silver Select	+\$230



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**1**  
**Contribution plans: Pick one**  

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**2**  
**Buy Up Plan: Pick one**  

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**SimplyBlue 20583**  
PCP/Spec Predictability

- DED \$7,900
- Coins 0%
- PCP \$35
- Spec \$120

**Step 3**  
Add a high value plan to create the ultimate choice package

**3**  
**High Value Choice Plans**  

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

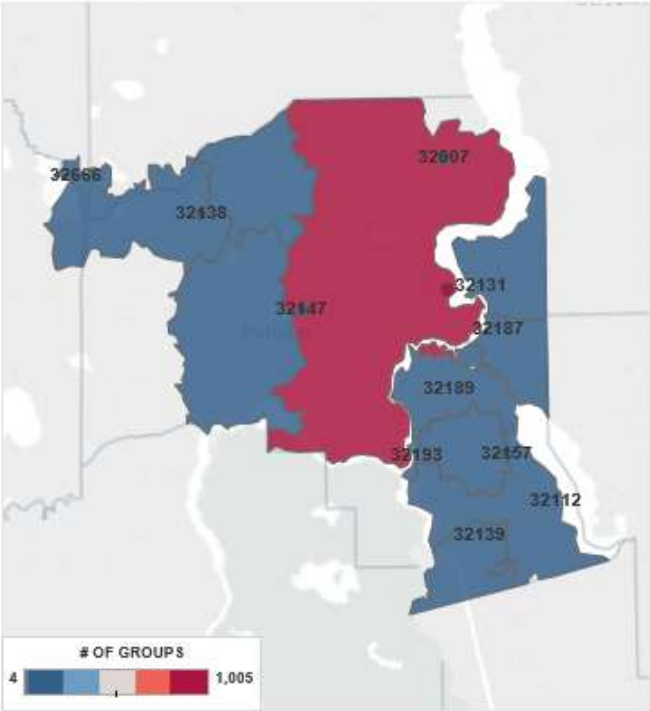
## Key Features:

- Florida Blue has the **LOWEST RATES** in Putnam County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | PUTNAM COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC CHOICE HMO
PUTNAM COMMUNITY MEDICAL CENTER					

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	47	47	1
SIMPLYBLUE	33	36	1
AETNA HMO	51	48	1
HUMANA HMO	10	34	1
UHC CHOICE HMO	49	53	1



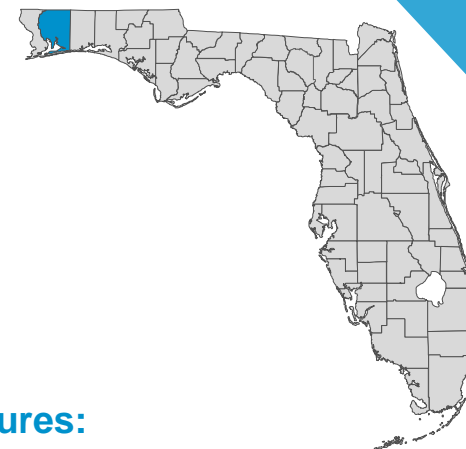
# 2020 Florida Blue Placemat

## Santa Rosa

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$37
UHC	NHP Direct Access HMO BHX3	+\$39
Humana	Canopy OPT 008 Silver CHC	+\$362



### Maximizing Product Packaging

Step

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

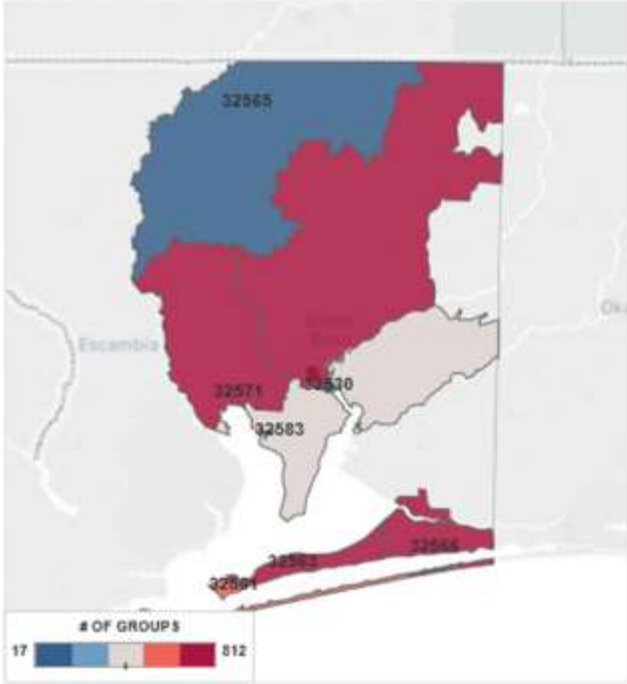
- Florida Blue has the **LOWEST RATES** in Santa Rosa County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | SANTA ROSA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	UHC CHOICE HMO
GULF BREEZE HOSPITAL	●	●	●	●	●
JAY HOSPITAL	●	●	●	●	●
SANTA ROSA MEDICAL CENTER	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	119	200	3
BLUEOPTIONS	121	203	3
BLUESelect	108	170	3
SIMPLYBLUE	119	199	3
UHC CHOICE HMO	136	188	3



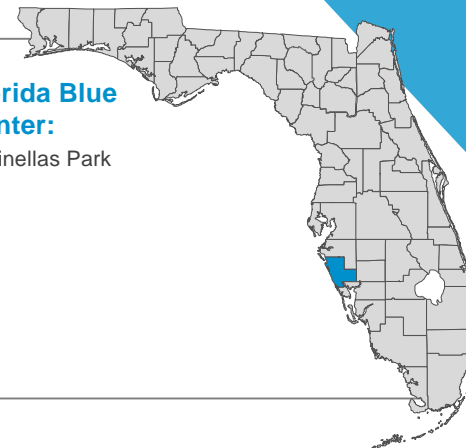
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# 2020 Florida Blue Placemat

## Sarasota

### Competitor View

Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
UHC	NHP Direct Access HMO BIEP	+\$48
UHC	NHP Direct Access HMO BHX3	+\$50
Humana	Canopy OPT 008 Silver Select	+\$118



#### Value Choice Providers (VCP):

Diagnostic Clinic  
Medical Group:

- Largo
- Countryside
- Palm Harbor
- St. Petersburg Offices

#### Florida Blue Center:

- Pinellas Park

### Maximizing Product Packaging

#### Step 1

Select a contribution plan  
  
(Lowest cost plan in package)

#### Contribution plans: Pick one

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

#### Step 2

Add a buy up plan

#### Buy Up Plan: Pick one

**SimplyBlue 19853**  
ER Predictability

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

#### Step 3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

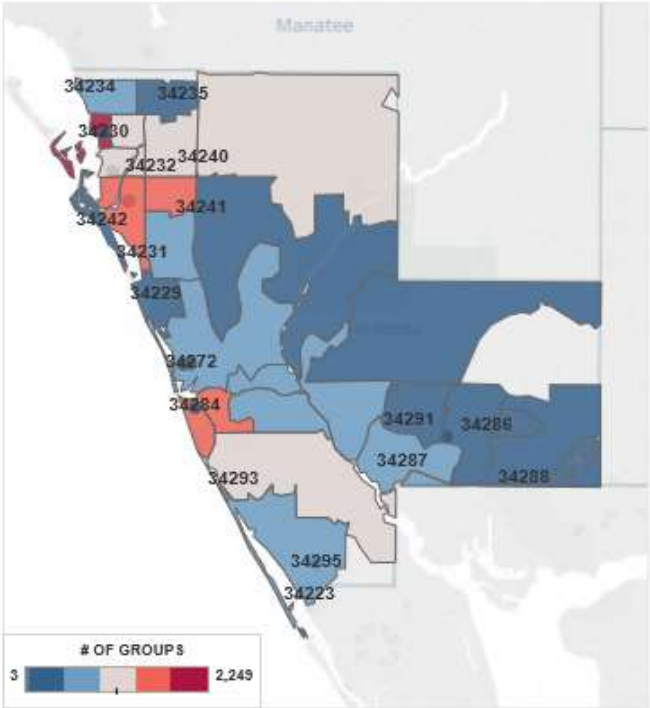
#### Key Features:

- Florida Blue has the **LOWEST RATES** in Sarasota County
- **SimplyBlue** is Florida Blue's lead low cost HMO plan and **does not** require referrals
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Pharmacy programs designed to provide the lowest costs possible on medicine to help employees focus on getting better – with access to preferred pharmacies like **Walgreens, Publix and Winn Dixie**
- Better You Strides Wellness Platform available to ALL small groups
- Florida Blue Centers offer members health navigation assistance, health and wellness classes, coaching programs, health screenings and more

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SMALL GROUP PLACEMAT | SARASOTA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
COMPLEX CARE HOSPITAL AT RIDGELAKE	●	●	●		●			
DOCTORS HOSPITAL OF SARASOTA	●	●	●	●	●	●	●	●
ENGLEWOOD COMMUNITY HOSPITAL	●	●	●	●	●	●	●	●
SARASOTA MEMORIAL HOSPITAL	●	●		●	●	●	●	●
VENICE REGIONAL BAYFRONT HEALTH	●	●	●	●	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	332	425	5
BLUEOPTIONS	335	472	5
BLUESelect	150	213	4
SIMPLYBLUE	325	408	4
AETNA HMO	253	468	5
HUMANA HMO	181	314	4
UHC NHP / POS HMO	301	404	4
UHC CHOICE HMO	285	406	4

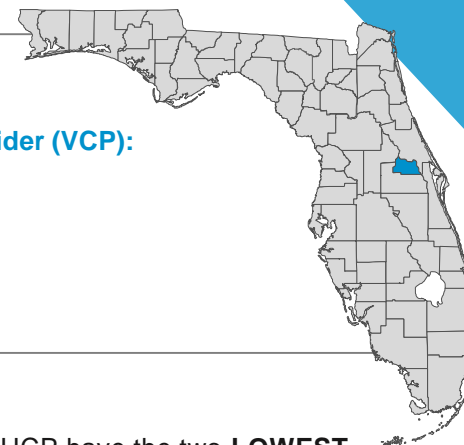


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# 2020 Florida Blue Placemat

## Seminole

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
FHCP	P03	+\$7
UHC	NHP Direct Access BIEP	+\$15
UHC	NHP Direct Access BHX3	+\$17
AvMed	Achieve LS750	+\$49

#### Value Choice Provider (VCP):

- Sanitas: Longwood

## Maximizing Product Packaging

### Step

1

Select a contribution plan

(Lowest cost plan in package)

#### Contribution plans: Pick one

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**FHCP Silver P03**  
Lowest Cost Silver

- DED \$6,000
- Coins 50%
- PCP \$30
- Spec \$60

2

### Step

Add a buy up plan

#### Buy Up Plan: Pick one

**SimplyBlue 19853**  
ER Predictability Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

### Step

3

Add a high value plan to create the ultimate choice package

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay Gold

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay Gold

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

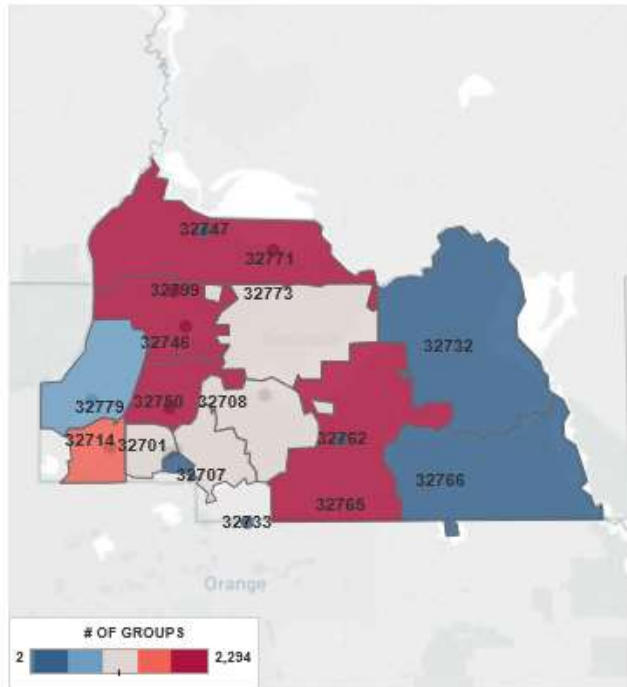
## Key Features:

- Florida Blue and FHCP have the two **LOWEST PRICED PLANS** in Seminole County
- **SimplyBlue** is Florida Blue's lead low cost HMO, while **FHCP's** Plans offer versatile health solutions - including **FHCP** owned pharmacy in St. Augustine and free gym access for members.
- Our Value Choice Providers (VCP's) offer high quality care focused on prevention and chronic condition management for a cost share **ONLY \$0** in SG ACA non-HSA plans
- Virtual Visits are available to ALL small groups, offering access to care **24/7, 365** days a year
- Health and Wellness Program available to ALL small groups to encourage a healthy lifestyle

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## SMALL GROUP PLACEMAT | SEMINOLE COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	FHCP	HEALTH FIRST	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH AL...	●	●	●	●	●			●	●	●	●
CENTRAL FLORIDA ...	●	●	●	●	●		●		●		●
ORLANDO SOUTH S...	●	●	●	●	●	●			●		●
OVIDO MEDICAL C...	●	●	●	●	●		●		●		●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	373	471	4
BLUEOPTIONS	391	511	4
BLUESelect	297	328	4
SIMPLYBLUE	287	429	4
AETNA HMO	219	458	4
AVMED ENGAGE	43	105	1
HUMANA HMO	208	387	4
UHC NHP / POS HMO	225	378	1
UHC CHOICE HMO	308	537	4
FHCP	42	126	3
HEALTH FIRST	204	69	1

Florida Blue 

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# 2020 Florida Blue Placemat

## St. Johns Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
FHCP	P03	+\$7
UHC	NHP Direct Access BIEP	+\$73
UHC	NHP Direct Access BHX3	+\$75
AvMed	Achieve LS750	+\$139

### Maximizing Product Packaging

Step

1

Select a contribution plan

(Lowest cost plan in package)

**Contribution plans: Pick one**

**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR

**FHCP Silver P03**  
Lowest Cost Silver

- DED \$6,000
- Coins 50%
- PCP \$30
- Spec \$60

Step

2

Add a buy up plan

**Buy Up Plan: Pick one**

**SimplyBlue 20853**  
Silver ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 16253**  
PCP/Spec Predictability Silver

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

Step

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 20001**  
All Copay Gold

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

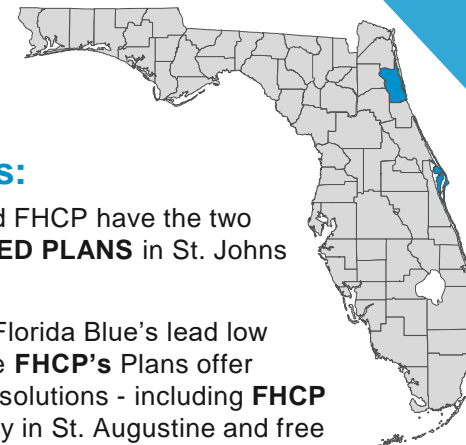
OR

**BlueOptions 14006**  
All Copay Gold

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Key Features:

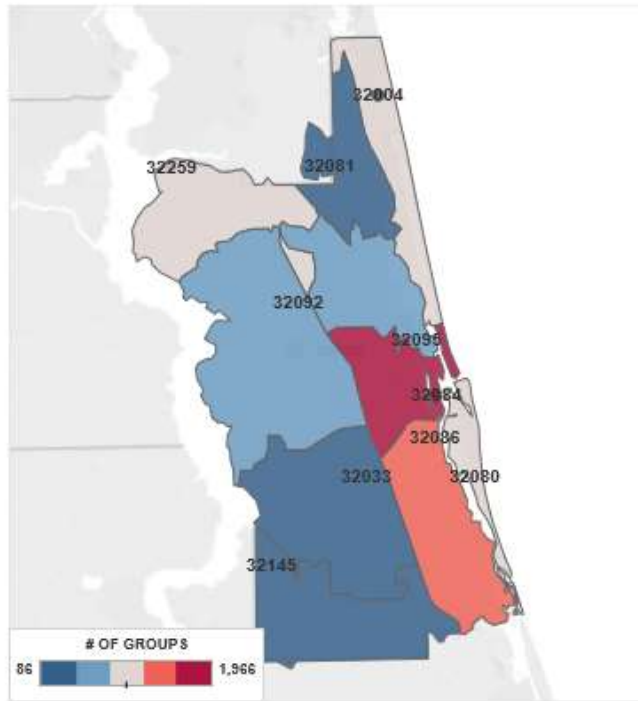
- Florida Blue and FHCP have the two **LOWEST PRICED PLANS** in St. Johns County
- **SimplyBlue** is Florida Blue's lead low cost HMO, while **FHCP's** Plans offer versatile health solutions - including **FHCP** owned pharmacy in St. Augustine and free gym access for members.
- Virtual Visits are available to ALL small groups, offering access to care **24/7, 365** days a year
- Health and Wellness Program available to ALL small groups to encourage a healthy lifestyle



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## SMALL GROUP PLACEMAT | SAINT JOHNS COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	SIMPLY BLUE	AETNA HMO	AVMED ENGAGE	HUMANA HMO	UHC CHOICE HMO
FLAGLER HOSPITAL INC.	●	●	●	●	●	●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	166	158	1
BLUEOPTIONS	170	168	1
BLUESelect	81	133	1
SIMPLYBLUE	156	139	1
AETNA HMO	135	138	1
AVMED ENGAGE	67	51	1
HUMANA HMO	98	117	1
UHC CHOICE HMO	127	148	1

Florida Blue 

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# 2020 Florida Blue Placemat

## St. Lucie

### Competitor View



Carrier	Plan	*Price
Florida Blue	SimplyBlue 18902	Lowest
Florida Blue	SimplyBlue 20852	+\$6
NHP	NHP Direct Access HMO BIEP	+\$21
NHP	NHP Direct Access HMO BHX3	+\$23
Humana	Canopy OPT 008 Silver Select	+\$174

## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**SimplyBlue 18902**  
Lowest Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

OR  
**SimplyBlue 20852**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**SimplyBlue 20853**  
ER Predictability

- DED \$7,900
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

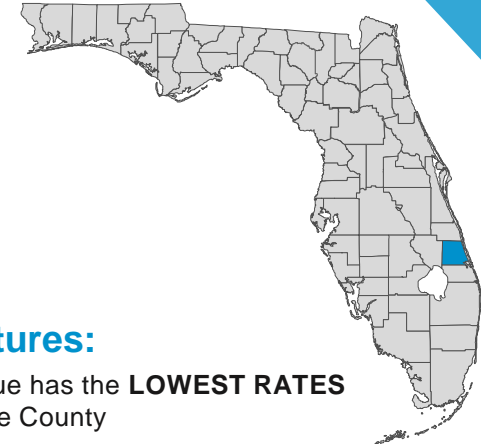
- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

## Key Features:

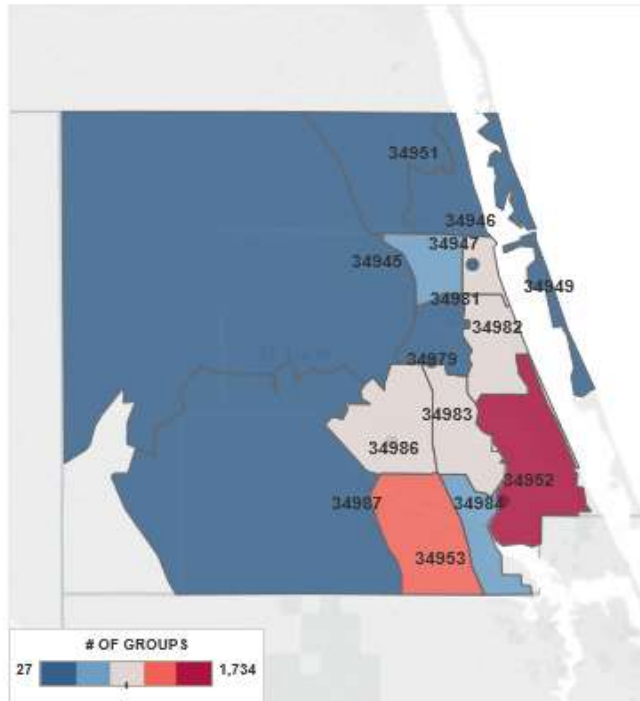
- Florida Blue has the **LOWEST RATES** in St. Lucie County
- **SimplyBlue** is Florida Blue's lead low cost HMO and **does not** require referrals
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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## SMALL GROUP PLACEMAT | SAINT LUCIE COUNTY

### SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	SIMPLY BLUE	AETNA HMO	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
LAWNWOOD REGIONAL MEDICAL CENTER	●	●	●	●	●	●	●
ST. LUCIE MEDICAL CENTER	●	●	●	●	●	●	●
TRADITION MEDICAL CENTER	●	●	●	●	●	●	●

### NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	181	215	3
BLUEOPTIONS	185	242	3
SIMPLYBLUE	138	209	3
AETNA HMO	103	209	3
HUMANA HMO	74	176	3
UHC NHP / POS HMO	123	201	3
UHC CHOICE HMO	124	218	3

Florida Blue 

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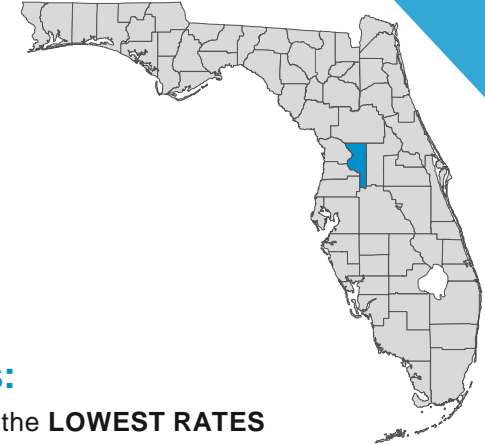
# 2020 Florida Blue Placemat

## Sumter

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$28
UHC	NHP Direct Access HMO BIEP	+\$48
UHC	NHP Direct Access HMO BHX3	+\$50
Humana	Canopy OPT 008 Silver CHC	+\$307



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR  
**BlueCare 14256**  
ER Predictability

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

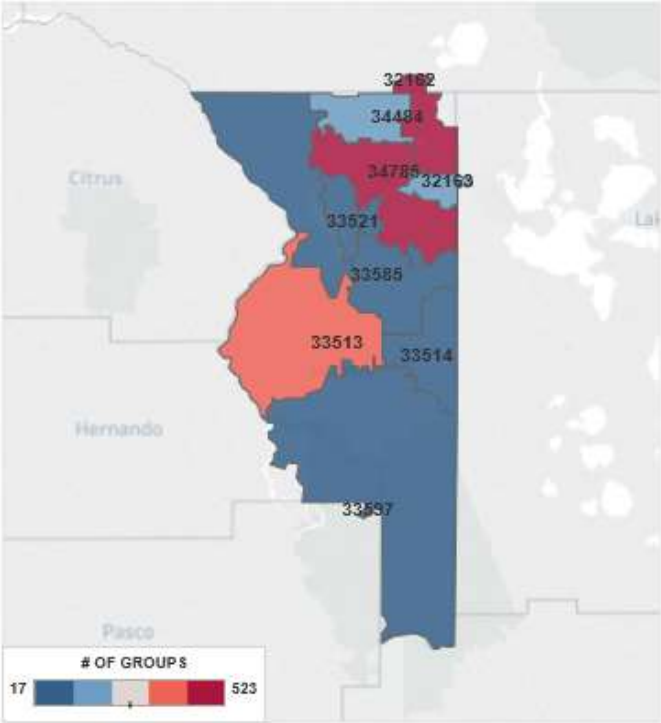
### Key Features:

- Florida Blue has the **LOWEST RATES** in Sumter County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | SUMTER COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT
PROMISE HOSPITAL OF FLORIDA AT THE V	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	114	101	1
BLUEOPTIONS	116	103	1
BLUESELECT	102	79	1



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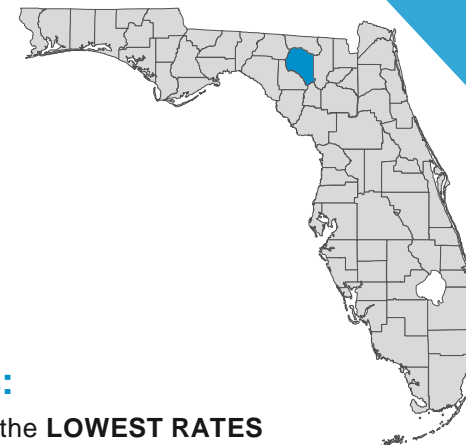
# 2020 Florida Blue Placemat

## Suwanee

### Competitor View



Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
Florida Blue	BlueCare 17251	+\$20
UHC	NHP Direct Access HMO BIEP	+\$27
UHC	NHP Direct Access HMO BHX3	+\$29
AvMed	Achieve LS750-SG20	+\$77



## Maximizing Product Packaging

### Step

1

#### Contribution plans: Pick one

**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR

**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

Select a contribution plan

(Lowest cost plan in package)

### Step

2

#### Buy Up Plan: Pick one

**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR

**BlueCare 14256**  
ER Predictability

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a buy up plan

### Step

3

#### High Value Choice Plans

**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a high value plan to create the ultimate choice package

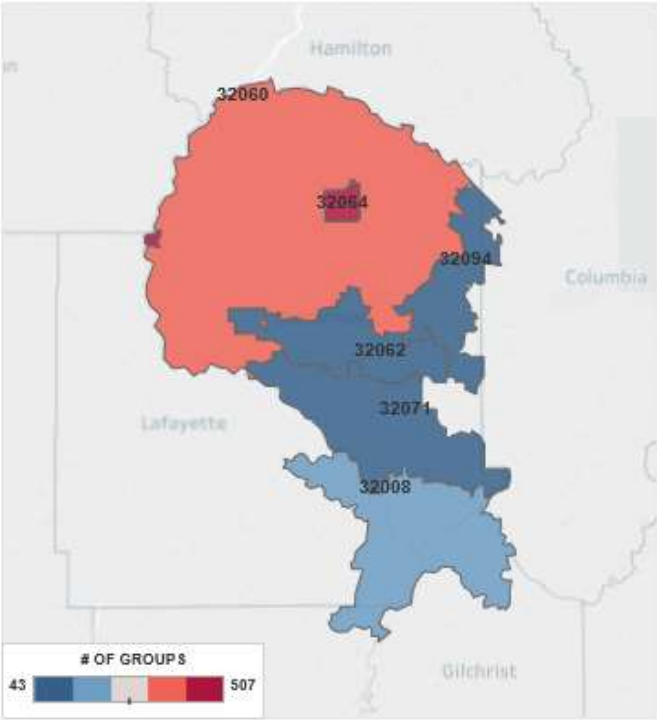
## Key Features:

- Florida Blue has the **LOWEST RATES** in Suwanee County
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | SUWANNEE COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	UHC CHOICE HMO
LIVE OAK SHANDS	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	51	23	1
UHC CHOICE HMO	23	18	1



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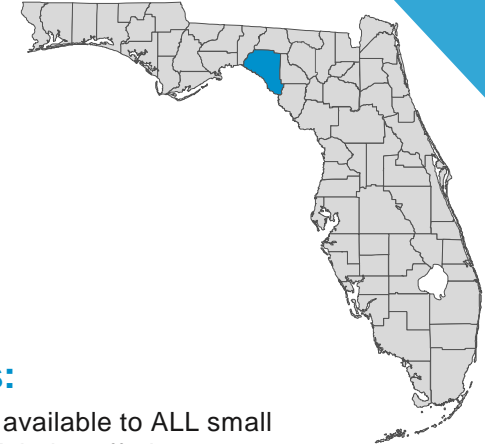
# 2020 Florida Blue Placemat

Taylor

Competitor View



Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$3
Florida Blue	BlueOptions 18152	+\$39
Florida Blue	BlueOptions 20102	+\$46
Humana	Canopy OPT 008 Silver CHC	+\$307



## Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14002**  
All Copay

- DED \$0
- Coins 0%
- PCP \$15
- Spec \$30

## Key Features:

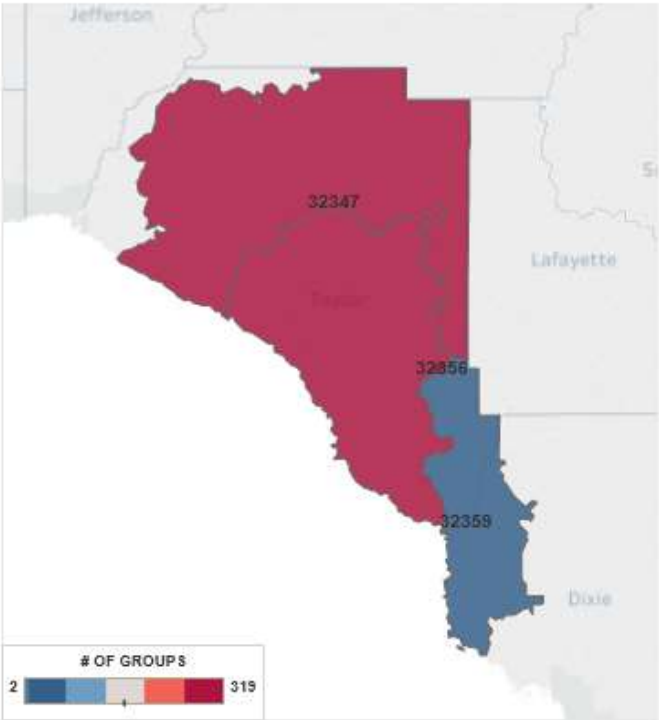
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | TAYLOR COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
DOCTORS MEMORIAL	<div></div>	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	10	14	1
AETNA HMO	8	5	1
UHC CHOICE HMO	12	7	1



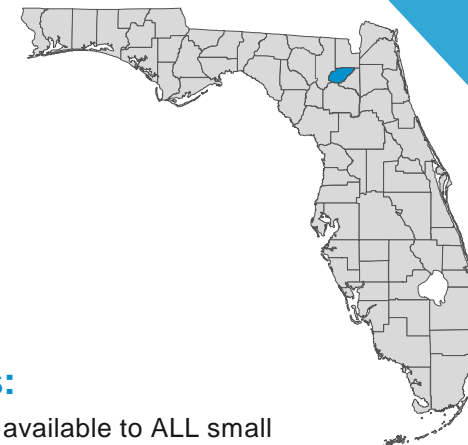
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# 2020 Florida Blue Placemat Union



## Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$41
Florida Blue	BlueOptions 20102	+\$48
AvMed	Achieve LS750-SG20	+\$50



## Maximizing Product Packaging

**Step**

1

Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**

**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR

**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step**

2

Add a buy up plan

**Buy Up Plan: Pick one**

**BlueOptions 18052**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR

**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step**

3

Add a high value plan to create the ultimate choice package

**High Value Choice Plans**

**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

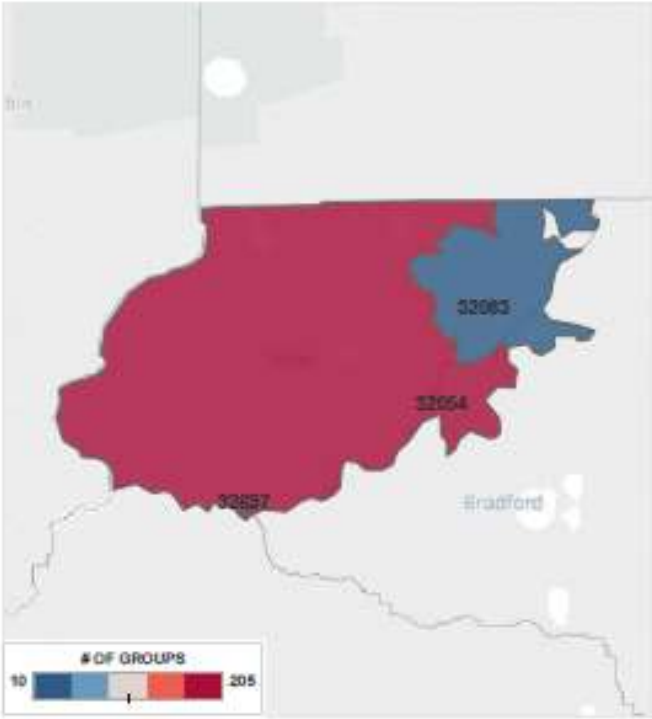
## Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | UNION COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	UHC CHOICE HMO
LAKE BUTLER HOSPITAL			

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	7	3	1
AETNA HMO	0	2	1
AVMED ENGAGE	1	0	0
HUMANA HMO	2	1	0
UHC CHOICE HMO	4	2	1

# 2020 Florida Blue Placemat

## Volusia

### Competitor View



Carrier	Plan	*Price
FHCP	P03	Lowest
FHCP	P99	+\$1
UHC	NHP Direct Access BIEP	+\$36
UHC	NHP Direct Access BHX3	+\$39
Florida Blue	BlueOptions 18152	+\$70
Florida Blue	BlueOptions 20102	+\$78
Humana	Canopy OPT 008 Silver Select	+\$107

### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 16003**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$55

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

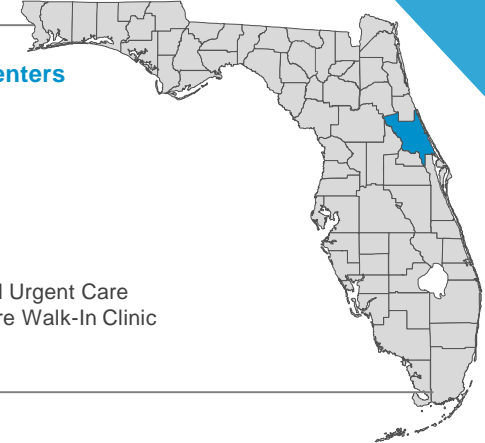
**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

### Extended Hours Care Centers (EHCC):

#### Locations:

- Daytona Beach
- Deland
- Edgewater
- Orange City
- Ormond Beach
- Port Orange
- Pediatric Unscheduled Care Walk-In Clinic
- Orange City



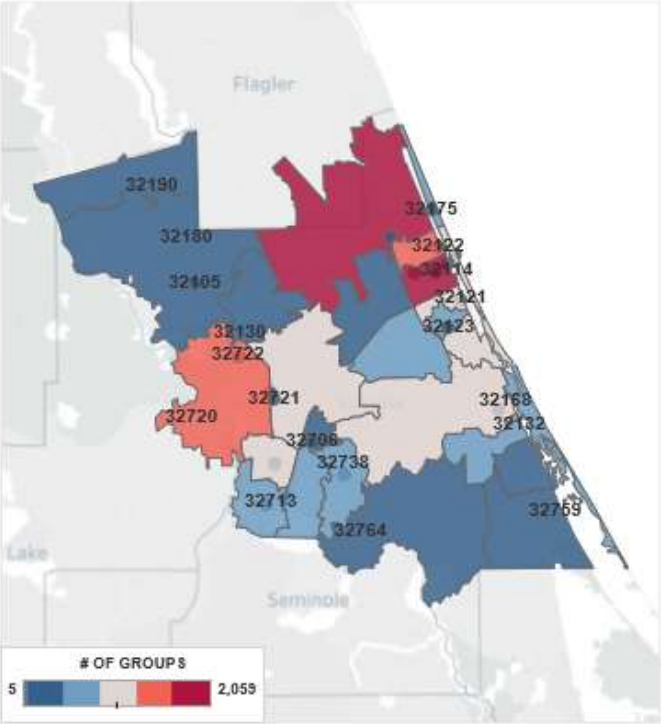
### Key Features:

- FHCP has the **LOWEST RATES** in Volusia County
- FHCP's plans offer versatile health solutions to meet a variety of coverage needs
- Virtual Visits are available to ALL small groups, offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Health and Wellness Program available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | VOLUSIA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	AETNA HMO	FHCP	HEALTH FIRST	HUMANA HMO	UHC NHP / POS HMO	UHC CHOICE HMO
ADVENTHEALTH DAYTONA BEACH	●	●	●	●	●	●	●
ADVENTHEALTH DELAND	●	●	●	●	●	●	●
ADVENTHEALTH FISH MEMORIAL	●	●	●	●		●	●
ADVENTHEALTH NEW SMYRNA BEACH	●	●	●	●	●	●	●
HALIFAX HEALTH MEDICAL CENTER	●	●	●		●	●	●
HALIFAX HOSPITAL PORT ORANGE		●			●	●	●
SELECT SPECIALTY HEALTH - DAYTONA BEACH	●	●					

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	370	476	6
AETNA HMO	216	382	7
HUMANA HMO	156	304	5
UHC NHP / POS HMO	278	372	6
UHC CHOICE HMO	301	431	6
FHCP	195	317	5
HEALTH FIRST	42	220	4



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# 2020 Florida Blue Placemat

## Wakulla



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$104
Florida Blue	BlueOptions 20102	+\$113

### Maximizing Product Packaging

**Step 1**

**1**

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

Select a contribution plan  
  
(Lowest cost plan in package)

---

**Step 2**

**2**

**Buy Up Plan: Pick one**  
**BlueOptions 18052**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

Add a buy up plan

---

**Step 3**

**3**

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

Add a high value plan to create the ultimate choice package

### Key Features:

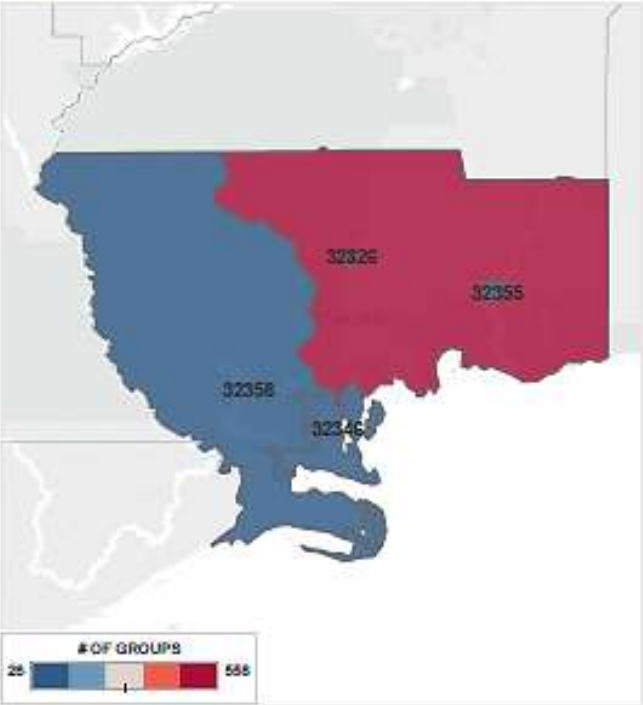
- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle



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SMALL GROUP PLACEMAT | WAKULLA COUNTY

SMALL GROUP DENSITY BY ZIP CODE



NETWORK COMPARISON

PRODUCT	PCP	SPEC
BLUEOPTIONS	6	4
AETNA HMO	2	2
UHC CHOICE HMO	6	6



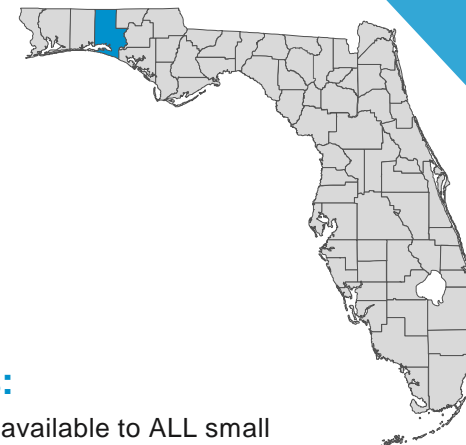
# 2020 Florida Blue Placemat

## Walton



### Competitor View

Carrier	Plan	*Price
Florida Blue	BlueCare 19353	Lowest
UHC	NHP Direct Access HMO BIEP	+\$16
Florida Blue	BlueCare 17251	+\$20
Humana	Canopy OPT 008 Silver CHC	+\$307



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueCare 19353**  
Lowest Cost Silver

- DED \$3,000
- Coins 20%
- PCP \$45
- Spec \$80

OR  
**BlueCare 17251**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$80

---

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueCare 16253**  
PCP/Spec Predictability

- DED \$3,000
- Coins 0%
- PCP \$25
- Spec \$50

OR  
**BlueCare 14256**  
ER Predictability

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

---

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 20001**  
All Copay

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

OR  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

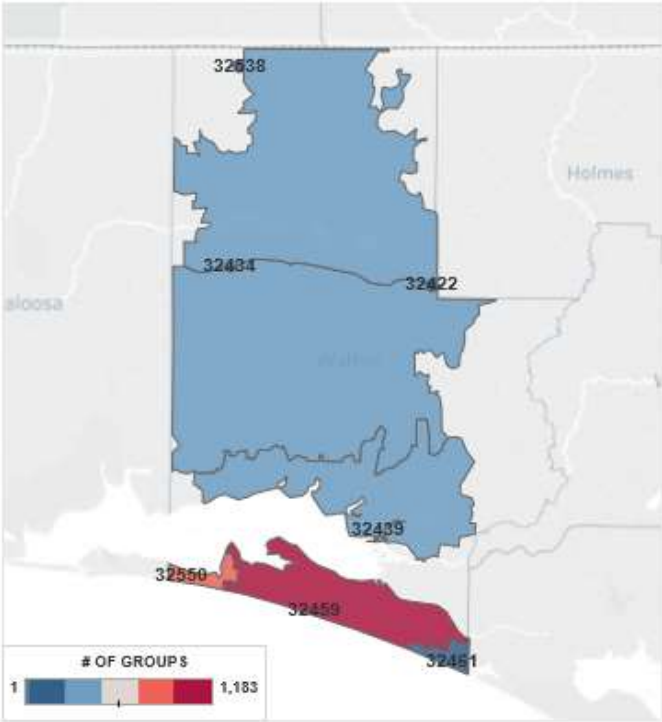
### Key Features:

- Virtual Visits are available to ALL small groups through Teladoc offering access to care **24/7, 365** days a year
- Urgent care centers with affordable services
- Better You Strides Wellness Platform available to ALL small groups to encourage a healthy lifestyle

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SMALL GROUP PLACEMAT | WALTON COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE CARE	BLUE OPTIONS	BLUE SELECT	UHC CHOICE HMO
HEALTHMARK REGIONAL MEDICAL CENTER	●	●	●	●
SACRED HEART HOSPITAL ON THE EMERALD COA...	●	●	●	●

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUECARE	31	88	2
BLUEOPTIONS	34	93	2
BLUESelect	31	81	2
UHC CHOICE HMO	39	88	2



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# 2020 Florida Blue Placemat

## Washington



### Competitor View

Carrier	Plan	*Price
UHC	NHP Direct Access HMO BIEP	Lowest
UHC	NHP Direct Access HMO BHX3	+\$2
Florida Blue	BlueOptions 18152	+\$31
Florida Blue	BlueOptions 20102	+\$38



### Maximizing Product Packaging

**Step 1**  
Select a contribution plan  
(Lowest cost plan in package)

**Contribution plans: Pick one**  
**BlueOptions 18152**  
Lowest Cost Silver

- DED \$6,750
- Coins 50%
- PCP \$50
- Spec \$150

OR  
**BlueOptions 20102**  
Low Cost Silver

- DED \$2,000
- Coins 50%
- PCP \$50
- Spec \$100

**Step 2**  
Add a buy up plan

**Buy Up Plan: Pick one**  
**BlueOptions 18052**  
PCP/Spec Predictability

- DED \$1,500
- Coins 50%
- PCP \$45
- Spec \$85

OR  
**BlueOptions 20001**  
ER Predictability

- DED \$0
- Coins 0%
- PCP \$40
- Spec \$90

**Step 3**  
Add a high value plan to create the ultimate choice package

**High Value Choice Plans**  
**BlueOptions 14006**  
All Copay

- DED \$1,000
- Coins 20%
- PCP \$25
- Spec \$45

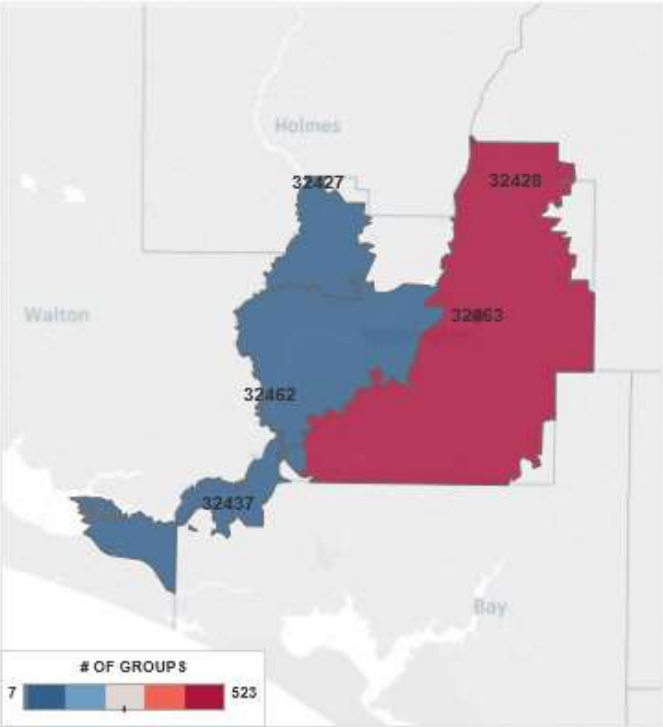
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SMALL GROUP PLACEMAT | WASHINGTON COUNTY

SMALL GROUP DENSITY BY ZIP CODE



FACILITY NAME	BLUE OPTIONS	UHC CHOICE HMO
NORTHWEST FLORIDA COMMUNITY HOSPITAL	<div></div>	<div></div>

NETWORK COMPARISON

PRODUCT	PCP	SPEC	FACILITY
BLUEOPTIONS	9	6	1
UHC CHOICE HMO	16	14	1



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