



INCLUSIVE BUSINESS PRACTICES

At GuideWell, we foster a culture of inclusion and belonging by responding to the needs of our communities, building an inclusive culture, and increasing supplier diversity.

Responsive Governance

GuideWell has taken an integrated approach to our ESG priorities, with responsible practices embedded across all facets of the organization and its subsidiaries. As a private company, GuideWell is not required to publicly disclose our ESG progress; however, we feel it is critically important to be held accountable for continuous improvement and meaningful, measurable outcomes. Our goal is to build a sustainable and resilient foundation for the delivery of quality health care services and long-term value for our members, employees and communities.

Accountability starts at the top: Our Board of Directors is made up of 10 established professionals with world-class experience in health care and corporate management, including GuideWell's CEO. The Board is responsible for providing oversight and direction for GuideWell's ESG strategy, setting specific metrics in consultation with external subject matter experts and ensuring accountability across the organization. Each Board member serves on two of the following committees: audit and compliance, board governance and nominating, finance, and talent and compensation. Starting in 2021, each committee focused on specific areas of ESG responsibility. Committees meet on an ongoing basis and oversee these areas to ensure GuideWell follows best practices and achieves ongoing compliance.

Board of Directors Committees' 2021 ESG Areas of Focus

Audit and Compliance	<ul style="list-style-type: none">• Ensure best practices in diverse procurement• Ensure all provider partners abide by GuideWell ESG principles• Promote best practices in all compliance matters• Minimize fraud, waste and abuse• Assess ESG-related risks
Board Governance and Nominating	<ul style="list-style-type: none">• Ensure continued diversity and inclusion with respect to Board composition• Promote best practices in corporate governance
Finance	<ul style="list-style-type: none">• Advocate for all vendors and suppliers to abide by GuideWell's ESG principles• Ensure corporate development strategic investments and securities investment decisions are consistent with GuideWell's ESG principles, including having diversity in the process
Talent and Compensation	<ul style="list-style-type: none">• Ensure fair and equitable treatment of all employees• Ensure fair and market pay and benefits for all• Ensure continued diversity and inclusion with respect to senior leadership (officer and director) composition

An enterprise-wide commitment: Our ESG commitments are a key component of GuideWell's Enterprise performance scorecard. Specific metrics are set on an annual basis in consultation with internal and external subject matter experts. Measuring our corporate and leadership performance, including ESG measures, has long been an integral part of our governance practices, and we are committed to continuing to evolve our approach. In 2022, measurable indicators for the Board's ESG focus areas will also be added to our Enterprise scorecard. Importantly, the Enterprise scorecard is directly tied to employee compensation, ensuring that our commitments are effectively supported throughout the entire organization.

Building an Inclusive and Diverse Workforce

GuideWell employs more than 18,000 people across the U.S., Puerto Rico and the U.S. Virgin Islands. We value our engaged, productive and diverse workforce that represents more than 46 million consumers who depend on us as partners in their health. Maintaining an inclusive, engaging and welcoming workplace is central to every level of our business.

Inclusion as a core value: To promote diversity of thought and experience at GuideWell, we chose to strengthen our core company values – the non-negotiable beliefs that guide our everyday behaviors – by adding “inclusion.” We believe that health equity is a

right and that helping everyone belong makes us smarter and stronger. Although inclusion is not new to GuideWell, it is more important than ever for us to formally recognize it as a value that we expect all colleagues to embrace.

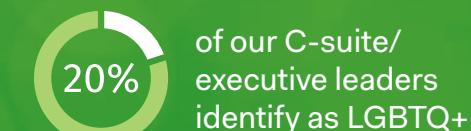
Promoting diversity across and within:

We believe in hiring people who represent the communities we serve while creating a workplace that fosters a sense of belonging for everyone. Our Board, management and overall workforce composition reflect that.

Embracing ERGs: We have 14 GuideWell employee resource groups (ERGs) to encourage everyone within the organization to bring their whole selves to work and to network, socialize and stay engaged with their colleagues. These groups help employees develop their leadership skills and put their interests and passions to work, while being strategic partners in our workforce and communities. The ERGs create forums for LGBTQ+ employees, Black, Indigenous and People of Color, veterans, disabled employees, women, Hispanic employees, Asian American and Pacific Islanders and other groups to build community, support one another and influence positive change.



GuideWell's workforce diversity in 2021



Recruiting new diverse talent: When GuideWell launched the Equity Alliance in 2020, we pledged to invest and focus on improving diversity, equity and inclusion in both our communities and our workforce. In 2021, we strengthened our recruiting pipeline by launching several initiatives in collaboration with Florida's historically Black colleges and universities.

- We created the **Leadership Equity Alliance Program (LEAP)** in partnership with INROADS, a non-profit organization that helps diverse, minority students get placed in corporate internships, to target, retain and promote Black talent and leadership. Upon LEAP graduation, interns are hired directly into a management training program.
- Our **Pharmacy Clerkship Program** was similarly established in partnership with Florida A&M University to equip talented youth with the opportunity to pursue a nontraditional pharmacy career path. The first-time pass rate for the 2021 class on the required North American Pharmacist Licensure Examination was 89.9%. This was an increase of approximately 7% points over the year prior. The results also surpassed the current state average of 85.3%.

Meet Our First Class of LEAP Interns



"I aspire to hold a leadership position, and I believe this program will help me develop the skills and qualities that a leader needs."

– Nick Arbury, LEAP Intern



"From this internship, I plan on soaking up all the information I learn and putting it to use anywhere I can in my life."

– Donte Bush, LEAP Intern



"My expectations of the program are to develop my leadership and development skills, gain work experience and develop and refine necessary skills for leverage in the business world."

– Kaiser Penny, LEAP Intern



"I look forward to applying what I have learned in school, gaining experience and enhancing my leadership skills."

– Armand Demosthenes, LEAP Intern



Recent recognitions: A testament to the commitment and dedication of our employees and partners, we have received multiple “Great Place to Work” awards, including “Best Place to Work for Disability Inclusion,” “Best Places to Work for LGBTQ Equality,” and “2020 Best Places to Work Honoree.”

Florida Blue was recognized by Forbes as one of America’s 2021 Best Large Employers, ranking 45th overall and 1st in the insurance industry category. Florida Blue is also proud to

be the only large employer group in Florida to receive the Pro Patria Award for outstanding, sustained support of America’s Guard and Reserve employees. In addition, we were selected as one of Florida Trend’s Florida 500, and ranked 5th globally in the Association for Talent Development BEST Awards list. WebTPA’s San Antonio office was named a Best Place to Work for 2021 and its Dallas office was named a top workplace by the Dallas Morning News.



An Internal Commitment to Diversity, Equity & Inclusion

To establish a strong foundation for a comprehensive DEI strategy for the organization, we wanted to better understand where GuideWell stood in terms of organizational leadership and employee diversity.

Our assessment showed that 87.5% of leaders acknowledged that their team members who attended a leadership training were ready for advancement. Our assessment also indicated that 68% of director level roles were filled by internal employees. We plan to build on this momentum in 2022.



Ensuring Equitable Practices Among Suppliers and Partners

At the beginning of 2021, GuideWell renewed and restated its commitment to a more inclusive supply chain, with a network of qualified and certified diverse suppliers. Over the course of the year, we initiated new business relationships, provided mentorship and training opportunities, and helped our suppliers to act on ESG and diversity initiatives.

Leveraging our spending power: GuideWell has embarked on a conscious effort across the enterprise and in the communities we serve to work with more diverse businesses.

- **Partnered with Accenture's Diverse Supplier Development Program:** Our inaugural class included four certified minority-owned, women-owned, disability-owned and small business firms, who were matched with four Florida Blue executives. The goal is to help these Florida companies not only grow their individual businesses, but strengthen local communities.
- **Launched an internal supplier database:** The database tracks diverse supplier spend and our preferred network of diverse suppliers.
- **Sponsored the National Minority Supplier Development Council Annual Conference:** The council is the largest certifying body for minority-owned businesses in the country. John Trevathan, chief procurement officer and vice president of corporate services at Florida Blue, spoke at the 2021 conference and shared best practices.

In 2021, we spent 10.6% of our supplier budget with diverse suppliers and 0.93% with Black-owned businesses. By 2025, we plan to increase our diverse supplier spend (which includes Hispanic, veteran and LGBTQ+ owned businesses) to 20% and our commitment to Black-owned businesses to 5%.



Supplier Spotlight: World Wide Technology (WWT)

We believe GuideWell's workforce and vendor relationships should mirror the populations we serve, and have aligned with suppliers like World Wide Technology (WWT) that share our core values.

"As we know, America is becoming more diverse over time and there are a lot of communities that have not been afforded the same opportunities as others," said **Brian Sharpless**, Director of Diversity Business Development for the Global Enterprise Sales organization at WWT. "Partnering with companies that are intentional about supporting these communities – and bringing them to a more even playing field – is extremely important to us."

WWT is a top-performing, Black-owned, end-to-end technology solutions provider. Over the past year, WWT has provided GuideWell with a range of services, from end-user hardware to software security.

WWT also aims to generate economic opportunities throughout their supply chains and local communities. The company promotes and supports a variety of philanthropic causes, including community organizations that empower other minority-owned businesses and promote interest in science, technology, engineering and math (STEM) for students and young adults in historically underrepresented communities.



“I am extremely optimistic about our future and the reason why is because GuideWell considers this more than just a vendor relationship, but a true partnership.”



Upholding an inclusive code of conduct among all our partners: We believe in the importance of inclusive business practices that consider the lived experiences of underrepresented groups and individuals, and ensure that all provider partners, vendors and suppliers abide by GuideWell's ESG principles. We also recognize that solving complex issues – like reducing health inequities – requires collaboration, strong community partnerships and innovative thinking.

One way we are effecting positive change is by offering free unconscious bias and cultural competency training to our providers and designing courses with our community partners that build awareness, knowledge and practice of health equity. The Florida Blue Foundation awarded a four-year, \$3.8 million Health Equity Train-the-Trainer grant to Orlando Health, United Way of Broward County and Moffitt Cancer Center to train more than 3,000 health care professionals who

provide services to patients and families who are environmentally, economically or socially disadvantaged. The program utilizes a cultural and linguistic competency curriculum that addresses the knowledge, attitudes and skills required to provide equitable care.

Our Partners Weigh In on the Health Equity Train-the-Trainer Program



"Developing the curriculum for this program provides an opportunity to improve care and advance health equity. There is so much talent here in the health care field and a train-the-trainer program allows us to leverage that talent to help so many others."

Dr. Patrick Hwu
CEO of Moffitt Cancer Center



"Identifying community health care organizations and professional associations is key to building awareness, knowledge and practice of health equity across the Central Florida region and later, our state."

Quibulah Graham
Corporate Director of Diversity & Minority Business Development at Orlando Health



"The critical resources provided to trainers will not only help alleviate the health disparities common among the disadvantaged, but we will also be able to analyze the data received in order to evaluate gaps and provide more resources to better impact our community."

Kathleen Cannon
President and CEO of United Way of Broward County