



An Independent Licensee of the
Blue Cross and Blue Shield Association

March 2019

Join Us in Celebrating YOU on National Doctors' Day

Dear Florida Blue Physicians:

As we celebrate National Doctors' Day March 30, we want to thank you for all that you do to improve our members' health and to provide the highest quality of care, not just on this day, but every day.

You play the most important role in caring for your patients, and we know it's not without its challenges. You are being asked to do more than ever before – to deliver high-quality health care, to provide the best possible patient experience and to manage health care costs. We honor you and your dedication to helping our members become healthy and stay healthy through all of these challenges.

We recognize the difference you are making in the lives of your patients and in your communities. Thank you for keeping the patient first in everything you do, and thank you for being a part of Florida Blue.

Sincerely,

A handwritten signature in blue ink, appearing to read "Elana Schrader".

Elana Schrader, M.D.
Senior Vice President and Chief Medical Officer

— *National* —
DOCTORS DAY
MARCH 30