



An Independent Licensee of the  
Blue Cross and Blue Shield Association

April 2019

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## Tell Us How to Improve Communications with You and be Entered for a Chance to Win a \$25 Gift Card

As a health care professional, we understand you receive many communications from payer organizations like Florida Blue. That's why we want to make sure we communicate with you in a way that is both effective and efficient, because we know your time is valuable and best spent with your patients.

As part of our ongoing effort to improve your experience with us, we'd like to evaluate our methods of how we communicate with you through a brief questionnaire. This survey will take about 10 minutes to complete and will help us identify opportunities to improve how we communicate with you.

### **Look for the upcoming questionnaire on Monday, April 29.**

You will receive the electronic questionnaire in your email inbox from the following:

- **From:** Florida Blue
- **Subject Line:** Tell Us What You Think For a Chance to Win a \$25 Amazon Gift Card

### **Take the questionnaire for a chance to win a \$25 Amazon gift card**

As a thank you for participating in the questionnaire, you'll be entered for a chance to win one of five \$25 Amazon gift cards!

Please complete the brief questionnaire by **Friday, May 10**. Your time and feedback are greatly appreciated and will remain confidential.

Thank You!