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Healthcare/Medical	     
Doctor, Doctor and Nurse	   
Network of doctors/ Network Value 2.0	   
Urgent Care/ER	   
Prescriptions, Pharmacy, Drugs	    
Blue Cross NC Centers	  
Search/Find Tool (Urgent Care/ER/Hospital, Pharmacy, Drug, Provider)	   
Provider Options/Choice/Selection	   
Patient Review	 
Health Care Solutions	
Coverage / Plan	
Coverage (Group/Individual)	   
Benefits	  
Voluntary Benefits	
Member ID card	   
Vision (Optical/Eyes)	 
Dental/Dentist Office	  
Dermatology	
Preventive care	
Managing Diabetes	
House Calls (Medicare/Landmark)	
In-home Urgent Care (Medicare/Landmark)	
Medical Advice by Phone (Medicare/Landmark)	








BUSINESS

FEP - Nationwide & Overseas Coverage	
Client Services (Dedicated)	 
Team/Staff	 
In person	 
Partnership / Collaboration	
Sense of security / stability	 
Engagement	
Influence	 
Guarantee	
Report	
Results	
Campaign	
Award winning team	
North Carolina / State Segment	
Federal Segment/ Regulatory	 
Under 65 / Small Group Segment	 
Group Segment	
Vision (experience, forecasting)	
Value	
Positive Experience (Customer Review/ Satisfaction)	
Meeting room/spaces	
Glassdoor	






















COMMUNICATION

Questions / Question & Answer	  
Key points (used smaller)	
Guide / Guidance	
Directions	
Tips	
Glossary/terms defined	
Insurance 101/Understanding/ About	
Need more info	
Prepare for Dr. visit / check list Enrollment Steps	
Confirmation/ Enrollment (Requirements/Eligibility)	
Enrollment/Paper Application	
Information access	
Make account changes	
Calendar / Schedule / Events	
Confirm / Change schedule	
Time	
Reminder	
Choices	 
You are here/location We are always here	 
Change	
Books	 















FINANCIAL

Cost Estimator	
Price/cost/fee Cost	
comparison	 
Get a quote Finan	 
cial savings Healt	
h related discounts Cuttin	
g cost	
Blue Rewards / Giftcard Auto	
matic bank draft Onlin	
Mont e payment	 
hly premium bill	
BlueRewards	

LIFESTYLE

Sleep	 
Behavioral Health	
Stress	
Holiday stress/ gift giving	
Healthy eating / nutrition	  
Health & Wellness	
Health Promotion Specialist Support	 
Eat More Move More Weigh Less	
Lifestyle change Health education	 
Wellness	 
Health/fitness classes	 
Physical fitness / activity	                 








DIGITAL

IT Security	
The Cloud	
Information Management	
Application Development	 
Technology Architecture	
Mobile / Smart Phone	
Location finder (Blue Connect & HealthNAV related)	 
Big-picture of overall health (Blue Link related)	
Profile (Blue Connect related)	 
Purchase a plan	
Digital Tools	





SOCIAL

Social Media	       
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CONTACT/CALL TO ACTION

Customer Service (Contact)	  
Call by phone (Contact)	  
Print/fax	
Audio only/ Telephone Consults	
Hearing/Speech Impaired (TTY/TTD)	
Email	
Visit online & Web Development	
Mail - Send to BCBSNC	
Mail - Received from BCBSNC	

SPECIAL LIMITED USE

Competitors	
Regulatory/Federal	 
multi-channel distribution	
selectively target geography	
differentiate - price, experience, brand	
consumer health experience	 
optimize market offer / profitable performance	
financially sustainable operating model	
Diversify earnings / accelerate health ecosystem transformation	 



STUDENT BLUE

Student Wellness	
Operational Excellence	
Community Impact	
Financial Value	
Strategic Plan/ Strategic Expertise	
Generic Student Blue	

HUMAN RESOURCES

Additional Employee Benefits	
Diverse Workforce	
Work Life Balance	
HR/Recruiting	
Community service/ volunteering	
Flexible Work Options	

MISC

Travel Program	
Transportation	

VALUES (Blue Cross NC internal)

People First



Every Customer Matters



Think Data



Innovate to Elevate



Show Grit



PILLARS (Blue Cross NC internal)

People & Culture



Data-Driven Insights



Value, Quality & Access



Operational Excellence



Exceptional Experience



Community Impact



Profitable Growth

