Blue Cross and Blue Shield of Florida is now Florida Blue

State Employees’ PPO Plan health insurance provider Blue Cross and Blue Shield of Florida has recently changed its name to Florida Blue.

According to the company’s recent press release, the new name, logo and tagline, “In the pursuit of health,” are all part of the company’s transition to a health solutions company. The overarching mission is to help the people of Florida and their communities achieve better health. They believe that the new name reflects their commitment to putting Floridians at the forefront of everything they do.

Plan members will begin seeing the new company name on publications, including the Member Health Statement. This name change will not impact any benefits members currently receive under the plan. Additionally, all member websites and phone numbers will remain the same.

If you have any questions, please contact the Human Resources Benefits Office at (850) 644-4015, or insben@admin.fsu.edu.

RELATED LINKS –

Florida Blue State Employees’ PPO Plan:

People First: http://peoplefirst.myflorida.com

FSU Human Resources, Benefits Office:
http://hr.fsu.edu/index.cfm?page=FacultyStaff_homepage