

# Blue Cross and Blue Shield of Florida Inc - Strategic SWOT Analysis Review

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## Abstracts

Blue Cross and Blue Shield of Florida Inc - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

Blue Cross and Blue Shield of Florida Inc (Florida Blue) is a non-profit, independent licensee of the Blue Cross and Blue Shield Association. It provides healthcare-related solutions to the people of Florida. Florida Blue offers products through three segments, such as, individual and family plans; business plans; and Medicare plans. These include health plans, life insurance policies, critical illness products, dental plans, accident coverage, hospital confinement products, flexible spending accounts, health reimbursement accounts, health savings accounts, accidental death & dismemberment (AD&D) coverage, pharmacy coverage, disability coverage, workers compensation and BlueMedicare individual and group retiree plans. The organization operates along with subsidiaries in Florida. Florida Blue is headquartered in Jacksonville, Florida, the US.

### Blue Cross and Blue Shield of Florida Inc Key Recent Developments

Jun 08,2021: Florida Blue, New Directions Behavioral Health collaborate with Shatterproof to help increase access to quality addiction treatment

Apr 21,2021: State's largest health insurer provides transportation to COVID-19 vaccination appointments for members

Jun 12,2020: Florida Blue triples COVID-19 community investments to over \$7 million

Mar 19,2020: Florida Blue commits \$2 million in COVID-19 support for Florida communities

Mar 18,2020: Florida Blue increases virtual health access as latest response to COVID-19

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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