



## VISION / MISSION / VALUES

### Vision

We add value to health care financing and delivery in the communities we serve by expanding consumer choices of affordable healthcare plans and services which enhance the quality of life.

### Mission

To be the premier network of choice in the communities we serve for insurance carriers, third party administrators, employers, and consumers wanting comprehensive access, competitive discounts, excellent service, innovative product development, local presence, and personal relationships.

### We Believe In

- Selflessness by considering customers – payers and providers – first.
- Honesty, fairness, personal accountability, follow-through, and long-term perspective in honoring every commitment we make.
- Respect and understanding at all times in all our relationships through acceptance of the unique purposes, contributions, opinions, and needs of all people within and affected by our organization.
- Proactive coordination and communication of all our activities with network providers, clients, brokers and colleagues to foster open and mutually beneficial relationships.
- Excellence with all we do through quality and professional service, rapid response, innovative thinking, application of efficient process and technology, awareness of industry changes, continuous learning, and teamwork.
- The value of each individual on our team, including our provider shareholders, and our collective ability to succeed.