

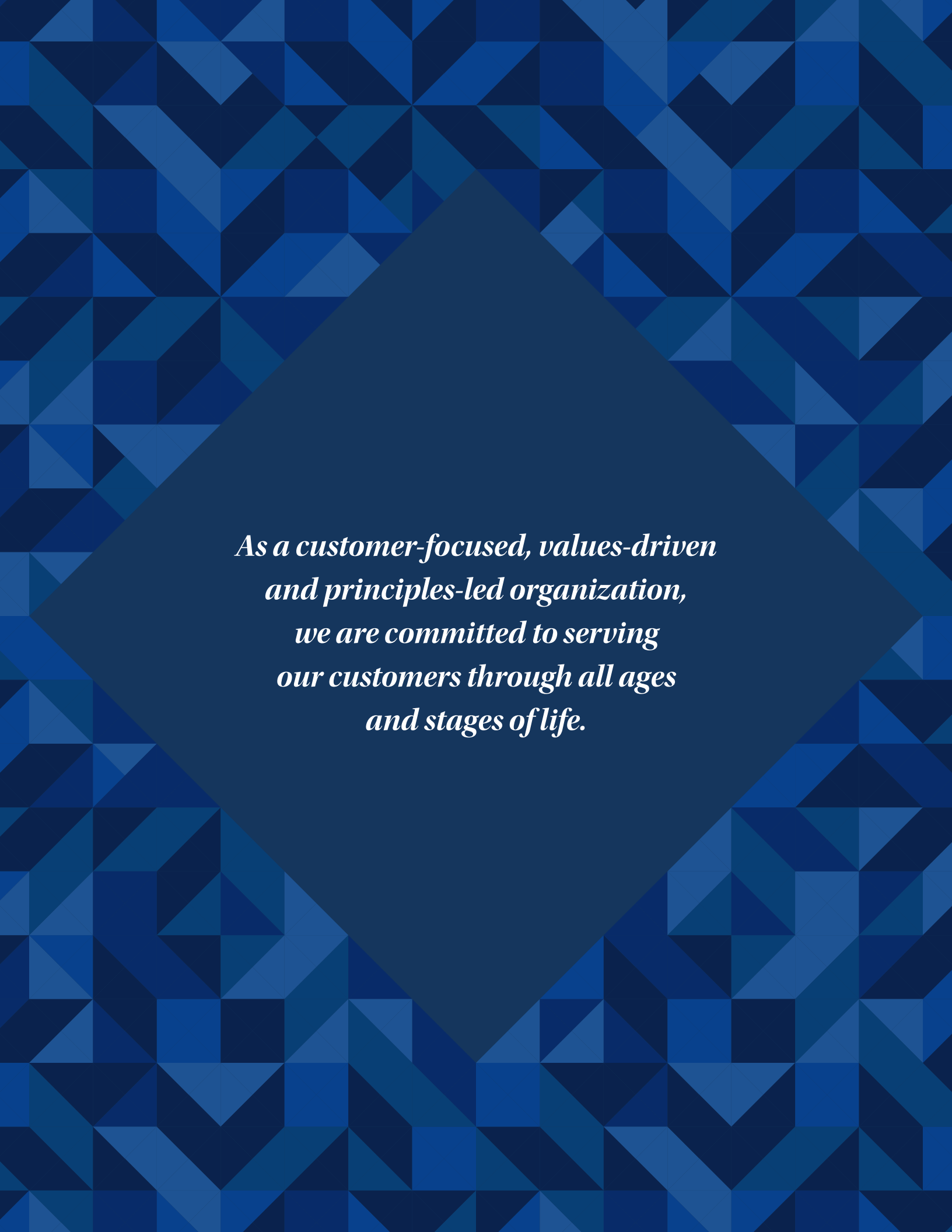


 ALBERTA
BLUE CROSS[®]

Blue for Life

Vision | July 2022





*As a customer-focused, values-driven
and principles-led organization,
we are committed to serving
our customers through all ages
and stages of life.*



Our vision is to be an integral and trusted partner enabling personalized protection, prevention and care that positively impacts the health and wellbeing of all.

We envision being with our customers in every moment that matters through their life journeys—enabling them to lead healthier lives.

We empower people to take control over the unique and personal choices that impact their wellbeing—helping them navigate the health ecosystem and making the complex easier to understand.

Our customers and communities are at the centre of our vision, our strategy, our leadership and our operations. We are focused on creating and delivering value to our customers through our products, services and exceptional experiences.

Our vision is
Blue for Life



Built on
UNDERSTANDING

Blue for Life

Our vision is built on an understanding that ...

We hold a respected and trusted leadership position in providing health coverage and wellbeing solutions to our customers and communities.

The health ecosystem is experiencing a tectonic shift, accelerated by digital transformation that is giving rise to empowered and engaged customers who want greater control over their care and protection.

Healthcare information—both scientific and popular—is abundant, creating complexity and unlimited choices.

There is a greater appreciation for a holistic view of wellbeing that demands the integration of health data, and a focus on improving and optimizing health outcomes.

Organizations are accountable for demonstrating leadership, behaving responsibly, and committing to investing in improving outcomes and impact in their communities and to the world.

Businesses and consumers have the ability and means to transcend geographical borders, easily and effectively.

To fulfill our vision ...

We believe in fully embracing our unique and important role in protecting and enabling the wellbeing of all.

We believe wellbeing is a lifelong journey—encompassing physical, mental, intellectual, occupational, environmental, social, financial, and spiritual elements.

We believe in respecting and supporting individuals' personal needs—understanding they change over time and require different levels of support at different times.

We believe in nurturing authentic relationships with our customers, our communities, and our team members—deep, emotional connections that have impact are important to us.

We believe relationships are built on a foundation of trust—established over time and across multiple, consistent, and reliable interactions and experiences.

We believe it is our responsibility to invest in our communities, particularly in areas where we can have the greatest impact on health outcomes.

We believe in collaboration—confident that working together, inside and outside our organization will lead to greater positive impacts for our customers and communities.

We believe in empowering our team to focus on creating value for customers, recognizing them when they do and removing obstacles that may impede that focus.

We believe in our enduring relevance—evolving and growing.

Trust is at the core of our vision and our identity.

We believe earning and maintaining trust will be our key differentiator.



Centred on
TRUST

Our vision is centred on trust

To us, trust is the foundation upon which we will sustain and grow our relationships. It is our currency. We have worked hard to earn it and we will not be complacent in strengthening it.

We know trust is built through our competencies, our actions, our intentions and the impact we have on people's lives. We build trust from the inside out; our culture continually fosters and nurtures trust.

We consider the impact on trust in all our thinking from everyday decisions to long-term strategies. We draw upon it to evolve, grow and transform.

WE WILL RESPECT THE TRUST PLACED IN US TO ...

- ▶ use our expertise to empower individuals to make the best decisions to fit their personalized needs in a world of unlimited choice.
- ▶ deliver exceptional experiences.
- ▶ anticipate, listen to, understand and deliver upon what people want and need.
- ▶ embrace and support a holistic view of wellbeing.
- ▶ operate efficiently and effectively to ensure our long term sustainability and viability.
- ▶ be purposeful by design, embracing technology to deliver products and services that make lives better.
- ▶ respect the power of data, knowledge and data privacy.
- ▶ evolve and innovate; adjust, and adapt to change.
- ▶ be authentic, accountable, transparent and honest even when we make a mistake.
- ▶ fully embrace the constantly evolving workforce and workplace, celebrating individual skills and expertise.
- ▶ promote equity by honouring and embracing the rich diversity in our communities.
- ▶ be a responsible leader exercising best practices in environmental, social and governance accountability.
- ▶ be a power for good.



Our vision is anchored by our corporate values which represent the culture that guides us.

INTEGRITY AND TRUST

We are respectful, ethical, honest and inclusive in all that we do.

WELLNESS AND FLEXIBILITY

We promote and inspire a healthy culture of support, adaptability and compassion across our workplace and our communities.

CUSTOMER COMMITTED

We are accountable and committed to our customers and passionate in the delivery of an exceptional customer experience.

EMPOWERING POTENTIAL

We support learning and growth while fostering a diverse environment that cultivates collaboration and innovation.



We are
ALBERTA BLUE CROSS

We are Alberta Blue Cross

We keep our customers at the heart of everything we do—existing to make a positive impact on their lives.

We invest in and believe in the holistic wellbeing of our people.

We are committed to giving back to our communities—promoting the economic, social and cultural prosperity of our communities.

We are not-for-profit—reinvesting to improve customer outcomes and community impact.

We are governed by an independent, highly skilled Board of Directors, representing a broad and diverse cross-section of industries and perspectives. This governance provides oversight and guidance ensuring we continually strive to fulfil our vision.



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