

# GUIDEWELL

## 2025 IMPACT REPORT

### EXECUTIVE SUMMARY

# Empowering People for **Better Health**

**\$24M**

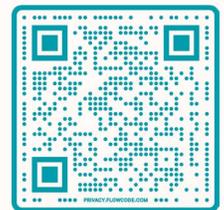
in charitable  
giving

**36M**

customers served  
across the U.S.

**\$3.2M**

to 174 United  
Way chapters



**24.8M**

meals provided

**\$238,000**

for scholarships in  
Puerto Rico

**\$3.1M**

toward maternal  
health

**READ  
THE FULL  
REPORT**

We take our responsibility to uplift the people and communities we serve seriously. Empowering people for better health means we're investing in local needs, fostering connection, volunteering, and working with and alongside partners to provide the tools, support, and care needed so everyone can live healthier, more resilient lives.

**Mission:** Helping people and communities achieve better health.

## Vision

To lead the nation in transforming health through compassionate, connected, and technology-enabled care that delivers personalized value and empowered living.

We believe this vision sets us on a path to become:

**A leading not-for-profit health services company,**  
reinvesting our resources to serve members and communities.



**A true pioneer in technology-enabled innovation,**  
developing experiences that feel more personalized and connected.



**A model for integrated health value,**  
building a system that delivers more accessible and affordable care.



## Values

### LEAD

Listen deeply.  
Act courageously.



### SERVE

With hustle.  
With heart.



### IMAGINE

Go bold.  
With discipline and data.



### DELIVER

We say it.  
We own it. We do it.



### UNITE

One team.  
Shared purpose.



### EVOLVE

Always striving.  
Ever improving.



“We are building a future where care is more connected and more personal — where technology amplifies human touch rather than replaces it.”

-Brian D. Pieninck,  
President and CEO, GuideWell



## Building an Affordable Health System



Americans are struggling with the rising costs of health care. We all have a role to play in driving down costs, and we're committed to ensuring people have access to care at the right time, in the right place, and at a price they can afford.

**A better health care model is possible** — one that prioritizes people over profits. That's the core of our mission and vision.

We're working to build a health care system that is more connected and more compassionate.

Our operating model allows us to reinvest into care, coverage, and communities. Because we're not-for-profit, every dollar that comes our way powers innovative programs and local partnerships that expand access, improve health, and drive positive change.

# About GuideWell

- Established in 2014, GuideWell (GuideWell Mutual Holding Corporation) is a not-for-profit health services company and parent to a portfolio of organizations focused on transforming health care.
- GuideWell serves 36 million customers across all 50 states, Puerto Rico, and the U.S. Virgin Islands, including more than 6 million customers in Florida.
- GuideWell's workforce consists of nearly 16,000 employees across 48 states, including Puerto Rico and Washington D.C.

## GuideWell's Portfolio of Companies

### HEALTH PLAN COVERAGE

- Florida Blue
- Triple-S
- Florida Health Care Plans
- Truli for Health
- Capital Health Plan

### CLINICAL CARE SITES

- Florida Blue | Sanitas Medical Centers
- Florida Health Care Plans
- GuideWell Emergency Doctors
- Capital Health Plan
- Salus
- GuideWell Primary Care

### BEHAVIORAL HEALTH AND COMPLEX CARE MANAGEMENT

- Lucet

### HEALTH PLAN ADMINISTRATIVE SERVICES

- WebTPA
- GuideWell Source

### COMMUNITY

- Florida Blue Foundation
- Fundación Triple-S

# GUIDEWELL

## 2025 IMPACT REPORT

EXECUTIVE SUMMARY

For more information and videos about GuideWell's impact activities, visit [guidewell.com/impact-report](https://guidewell.com/impact-report)