

Standing Strong for Affordable Health Care

Florida Blue Advocates for You

Florida Blue is committed to advancing the well-being of all Floridians. Founded 80 years ago, we are a mission-driven company that strives every day to make high-quality health care accessible to everyone and as affordable as possible.

Working for You, Your Doctors, and a Solution

Florida Blue's mission includes providing access to health care AND keeping health care affordable. We regularly collaborate and negotiate with hospitals and provider groups to help people and communities live healthier lives. We had hoped to do the same with Naples Comprehensive Health (NCH) during our current negotiation with them.

NCH is a long-time partner whose doctors, nurses, and staff provide critical care for the people of Collier County. Unfortunately, what NCH is demanding would burden our customers and the people of our community with skyrocketing costs. The Kaiser Family Foundation, an objective non-partisan source, says medical inflation, the normal increase in medical cost, is at 3.26%. NCH is currently seeking three times that inflation rate.

Protecting You from Unfair Rate Increases

We are committed to keeping NCH in our network, but cannot agree to their excessive demands for a 30% rate increase over several years, because those increases are paid by our members and customers. Many across the Naples area are already struggling to make ends meet, and it's our duty to protect them.

Advocating for Affordable and High-Quality Care

We're not just fighting for fair rates; we're also pushing for NCH to do their part in addressing the rising cost of health care services and improving care delivery. Unfortunately, NCH leaders have refused to work with us on these issues.

Continuation of Care

If NCH chooses to leave our network, we will ensure members a seamless transition to other high-quality providers in the area. Some members who are currently receiving treatment or are pregnant can continue receiving services with the same benefits and cost sharing, even if Naples Comprehensive Health chooses to exit our network. Emergency services will still be covered at in-network rates, and you can always access care from the nearest hospital in case of a medical emergency.

Solving for Southwest Florida

Florida Blue takes fighting for you seriously and we hope the leadership at NCH will meet us at terms that work for all sides, and most of all for the people of this community.

To stay up to date, visit FloridaBlue.com/Negotiation/NCH.

Sincerely,



Phil Lee
West Florida Market President,
Florida Blue

Florida Blue 
Your Health Solutions Partner