

**BLUEHPN VIDEO  
:60 SCRIPT FINAL  
10/20/21**

**VO:** Holding health care to higher standards, starts in our neighbors and our communities. That's exactly where our new Blue High Performance Network was born.

**SUPER W/BCBS LOGO: Blue High Performance Network<sup>SM</sup>**

**VO:** Rooted in our unmatched local expertise, rich data and strong relationships. We're collaborating with high-performing providers across the country to accelerate meaningful change. To bring better, more affordable care to more people in more places.

**SUPER: To more people. In more than 55 major U.S. cities.**

**VO:** To offer you a provider network defined by higher quality care and lower total cost.

**SUPER: 11% total cost of care savings  
Savings on average and over our industry-leading PPO.**

**VO:** One that's built to do more today and designed to set higher standards for the future.

**VO:** This is how we are creating higher performing healthcare. This is Blue High Performance Network.

**ART CARD: THIS IS HOW[graphic]**

**Blue High Performance Network<sup>SM</sup>**

**BCBS Logo**

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