

# “TALK TO ME”



It's what we all want from our doctors. Plain, simple talk. Advice that's easy to understand and follow.

Yet as Florida becomes more diverse, the health care communication gap widens. Differences in race, ethnicity, age and culture can make simple communication complicated.

That's why Blue Cross and Blue Shield of Florida offers its physicians Quality Interactions, an online program to improve understanding of important cultural differences.

As the first health plan in the country to offer this program to network physicians, BCBSF is committed to improving the health and well being of all Floridians.

Better communication and understanding reduces health care disparities and leads to better health care outcomes. And that's something that benefits all of us.



**BlueCross BlueShield  
of Florida**

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**HOW CAN BLUE HELP YOU?**