

TEXAS FRIENDLY

Organizations rich in tradition and strong values are typically branded by one strong phrase or word that describes their culture and their image. Scott and White Health Plan has long been known for high standards of customer service, community outreach and successfully managing health care for tens of thousands of Texans.

Three specific words describe *Texas Friendly* as it pertains to Scott & White Health Plan; simple, helpful and honest.

Simple - means direct, precise, to-the-point, and straight shooting

Helpful - means proactive, neighborly, respectful, and advocate-like

Honest - means sincere, genuine, truthful, and integrity-filled

Scott & White Health Plan is *Texas Friendly!*