

Reintroducing ValueOptions: Putting People First

ValueOptions is a company on the move, staying ahead of the curve to better serve clients' evolving needs while remaining true to our mission to enhance the everyday lives of the people we serve.

Just as we've made substantial operational and technological changes in support of our mission, we decided that our corporate logo needed to do a better job of conveying the energy and focus with which ValueOptions pursues its fundamental priority. We are pleased to present:

"With this new logo, we are articulating our strategic vision and highlighting our daily commitment to delivering more efficient, more personalized care to the people we serve," explains Ronald I. Dozoretz, MD, chairman, CEO and president. "In recent years, ValueOptions has dramatically evolved to meet the changing needs of the members we serve. As a result, we feel it is time to re-introduce ourselves and the ideals that govern our daily business."

"Putting people first," however, is much more than a new logo with a catchy slogan. It is a mission statement, an operational mandate and a corporate culture all rolled into one.

As a first step, we are launching a new integrated service delivery platform, ValueOptions Connections, that will significantly enhance internal administrative operations, as well as enable a greater capability for self-service for our clients, members and providers. In short, ValueOptions Connections puts technology to work for those we serve. See "Better Service Through Connections" www.valueoptions.com/clients/news/summer2005/article4.pdf

As we push forward to maintain our status as the most technologically advanced company in our industry, we always remind ourselves and our constituents that we deploy these innovations to support our commitment to putting people first. More than 20 years after founding ValueOptions, Dr. Dozoretz, says, "We remain devoted to excellence in clinical care and customer service, and rank the well-being of our 23 million members as our first and foremost priority."