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Blue Cross and Blue Shield of Alabama Expands Member Services with New Mobile Website

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Birmingham, AL — To make managing healthcare easier for Alabamians, Blue Cross and Blue Shield of Alabama announces the launching of a new mobile website, m.bcbsal.com. The site is completely secure and user-friendly.

"Our Company has always embraced innovation, and we continue to work hard to enhance our technology to help our customers conveniently manage their healthcare," said Tim Sexton, Senior Vice President of Marketing.

Blue Cross members can view contract information, review claim statements, file a drug claim and contact customer service, all from the convenience of their mobile device. In addition, anyone can easily find a doctor, hospital, or dentist. They can also shop for health plans, compare plans and receive an instant quote.

"We're finding new ways that allow Alabamians to make their healthcare decisions quickly and easily wherever they go. There have been almost 230,000 visits to the mobile site during the test phase, and this shows that Alabamians value and utilize the convenience of mobile technology," added Sexton.

Alabamians are on the go, and Blue Cross wants to help make it easier for them to make informed healthcare decisions, save time and even money. Now they can with m.bcbsal.com.

Blue Cross and Blue Shield of Alabama has insured Alabamians for 75 years. Blue Cross offers coverage plans to corporations, individuals and the senior market.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.