



## **BlueCross BlueShield of Alabama**

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### **Blue Cross and Blue Shield of Alabama Receives Prestigious Brand Excellence Award**

**Birmingham, AL** — Blue Cross and Blue Shield of Alabama is the proud recipient of the Brand Excellence Award for “Member Retention” from the Blue Cross Blue Shield Association (BCBSA). Blue Cross and Blue Shield of Alabama has won a total of 23 Brand Excellence Awards since the inception of this annual awards program. The annual awards honor Blue Cross and Blue Shield Plans that excel in developing and enhancing the overall Blue Cross and Blue Shield brand image.

“Nearly 106 million Americans trust the Blue Cross and Blue Shield brand with providing reliable, high-quality healthcare coverage to them and their families,” said Scott P. Serota, BCBSA president and CEO. “We are proud to recognize Blue Cross and Blue Shield of Alabama and those BCBS companies that continue to excel year after year, and have exceeded member expectations and delivered exceptional service to their local communities.”

Blue Cross and Blue Shield of Alabama was awarded the Brand Excellence Award in the “Member Retention” category for having an especially high percentage of members in the state renew their coverage over the past year. Blue Cross and Blue Shield of Alabama currently serves more than 2 million members in Alabama.

“Blue Cross and Blue Shield of Alabama strives to deliver the next generation of health care coverage to its members,” said Tim Vines, President and CEO, Blue Cross and Blue Shield of Alabama. “We accept this Member Retention Award with great honor as it reinforces our commitment to providing superior service to our members.”

This marks the 24th year that BCBSA has presented the Brand Excellence Awards to recognize Blue Cross Blue Shield Plans nationwide in categories that promote the BCBS brand; including attracting new customers, fostering loyalty among existing customers, and brand innovation.

#### ***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 82 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://AlabamaBlue.com). Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

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

***About the Blue Cross Blue Shield Association***

The Blue Cross and Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through [The Health of America Report](#) series and the national BCBS Health Index. For more information on BCBSA and its member companies, please visit [bcbs.com](http://bcbs.com). We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#), follow us on [Twitter](#).