



BlueCross BlueShield of Alabama

Media Release
February 3, 2020

Contact: Koko Mackin
205-220-2713

Forbes Names Blue Cross and Blue Shield of Alabama One of America's Best Employers for Diversity

Birmingham, AL –For the second year in a row, Forbes named Blue Cross and Blue Shield of Alabama one of America's 2020 Best Employers for Diversity. Only 500 companies nationwide earned this distinction. Four companies in Alabama earned this recognition with Blue Cross being the highest ranked employer in the state.

“We are truly honored to be recognized as one of America's best employers for diversity,” said Tim Vines, President and CEO of Alabama. “Our company is dedicated to providing a positive and rewarding workplace and is committed to serving our customers every day.”

Recognition was based on Forbes randomly surveying 60,000 employees of companies with 1,000 or more employees.

The evaluation was based on four distinct criteria:

1. *Direct Recommendations from Employees*
2. *Indirect Recommendations from Participants of Other Employers*
3. *Diversity among Top Executives/Board Members*
4. *Diversity Key Performance Indicators*

This is the third consecutive year Blue Cross has been recognized by Forbes. Blue Cross and Blue Shield of Alabama was named Best Employer for 2018 and 2019 in the mid-size category of 1000-5000 employees and one of America's Best Employers for Diversity in 2019 and 2020.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 83 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on [Facebook](https://www.facebook.com/bluecrossal), check out our videos on [YouTube](https://www.youtube.com/bluecrossal) and follow us on [Twitter](https://twitter.com/bluecrossal) 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.