



BlueCross BlueShield of Alabama

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Blue Cross and Blue Shield of Alabama Recognized by J.D. Power For Ranking Highest in Member Satisfaction in East South Central Region

BIRMINGHAM, AL — According to the J.D. Power 2021 Commercial Member Health Plan Study, Blue Cross and Blue Shield of Alabama ranks highest in Member Satisfaction among commercial health plans in the East South Central Region. Since J.D. Power first published the study in 2007, Blue Cross has ranked highest in member satisfaction in the region for the following 10 years: 2008-2013, 2016, 2018, 2020 and 2021.

“It is an honor to again receive this esteemed award, especially during these recent challenging times,” said Tim Vines, President and CEO of Blue Cross and Blue Shield of Alabama. “We don’t take for granted that our customers come to us by choice. Above all else, we remain committed to putting our customers first, by providing them unparalleled service and access to quality, affordable healthcare.”

The Study measures member satisfaction among 150 health plans in 22 regions throughout the nation. J.D. Power examines six key factors: coverage and benefits, provider choice, information and communication, billing and payment, cost, and customer service.

Blue Cross performed highest in coverage and benefits, provider choice, customer service, and billing and payment.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 84 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](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) and [Instagram](#) for more up-to-date information.

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