BlueCross BlueShield of Alabama

FOR IMMEDIATE RELEASE   **Contact: Koko Mackin**
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Blue Cross and Blue Shield of Alabama Recognized for Consumer Protection and Quality Improvement

BIRMINGHAM, AL — The National Committee for Quality Assurance (NCQA) awarded Blue Cross and Blue Shield of Alabama 'Accredited' status for service and clinical quality which meet the requirements of NCQA's rigorous standards for consumer protection and quality improvement.

NCQA Health Plan Accreditation evaluates the quality of healthcare that health plans provide to their members. Additionally, NCQA evaluates how well a health plan manages all parts of its delivery system including physicians, hospitals, other providers and administrative services, in order to continuously improve the quality of care and services provided to its members.

"Earning 'Accredited' status from NCQA certifies that we are delivering excellent service to our members," said Terry Kellogg, President and CEO of Blue Cross and Blue Shield of Alabama. "It also demonstrates the strong collaboration we have with our providers, which is critical to continuously improving the quality of care experienced by our members."

NCQA Health Plan Accreditation surveys are conducted by a team of physicians and health plan experts. The surveys include thorough on-site and off-site evaluations of over 60 standards and selected HEDIS® measures. A national oversight committee of physicians analyzes the team's findings and assigns an accreditation level based on the plan's performance evaluated to NCQA's standards.

About Blue Cross and Blue Shield of Alabama
Blue Cross and Blue Shield of Alabama has insured Alabamians for nearly 80 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit **AlabamaBlue.com**.

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

About NCQA
NCQA is a private, non-profit organization dedicated to improving healthcare quality. NCQA accredits and certifies a wide range of healthcare organizations. It also recognizes clinicians and practices in key areas of performance. NCQA's website (www.ncqa.org) contains information to help consumers, employers and others make more informed health care decisions.

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