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**Media Release                                                       Contact: Koko Mackin**

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**Business Group on Health Honors Blue Cross and Blue Shield of Alabama
with Best Employers: Excellence in Health & Well-Being Award**

**BIRMINGHAM, AL** – The National Business Group on Health, a non-profit association of more than 440 large U.S. employers, honored Blue Cross and Blue Shield of Alabama with a Platinum Award for providing one of the best workforce health and employee well-being organizational initiatives in the nation.

Blue Cross is among 39 U.S. employers that received the 2020 Best Employers: Excellence in Health & Well-Being award presented at the virtual National Business Group on Health’s Workforce Strategy 2020 Conference. Blue Cross received the Platinum Award for its BeWell program. The BeWell program focuses on four components of health: emotional, financial, physical and social wellness. This marks the eleventh year Blue Cross has received a Best Employers: Excellence in Health & Well-Being award.

Ellen Kelsay, President and CEO, Business Group on Health, commented: “On behalf of the entire Business Group, I’d like to congratulate Blue Cross and Blue Shield of Alabama on being named a best employer for excellence in health and well-being. This year was especially difficult for companies as they faced many challenges to keep their workers engaged, productive and healthy. Blue Cross is among an elite group of employers who recognize the positive impact these types of programs can have on their employees’ productivity, engagement and overall well-being.”

Winners of the 2020 *Best Employers: Excellence in Health & Well-Being* awards were honored in one of three categories: Platinum, for implementing a workforce well-being strategy with demonstrated results; Gold, for organizations with a strong commitment to holistic well-being and related metrics; Silver, for organizations with emerging well-being strategies, often with a focus on physical health.

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

Blue Cross and Blue Shield of Alabama has insured Alabamians for more than 84 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://www.AlabamaBlue.com). Connect with us on [Facebook](https://www.facebook.com/BCBSAL/?fref=ts), check out our videos on [YouTube](https://www.youtube.com/user/BCBSofAlabama) and follow us on [Twitter](https://twitter.com/BCBSofAlabama) 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 Business Group on Health ®***

Business Group on Health is the only non-profit organization devoted exclusively to representing large employers' perspective on health policy issues and optimizing workforce strategy through innovative health, benefits and well-being solutions. Business Group keeps its membership on the leading edge of innovation, thinking and action to address health care cost and the delivery, financing, affordability and experience with the health care system. Business Group members, many of whom have operations globally, include 74 Fortune 100 companies, and provide health coverage for more than 60 million workers, retirees and their families in over 200 countries. For more information, visit [www.businessgrouphealth.org](http://www.businessgrouphealth.org).