BlueCross BlueShield of Alabama

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Blue Cross and Blue Shield of Alabama Receives Brand Excellence Award

Birmingham, AL — Blue Cross and Blue Shield of Alabama announced today that it has received a 2013 Brand Excellence Award from the Blue Cross and Blue Shield Association. Blue Cross and Blue Shield of Alabama is the only Blue Plan to win a total of 19 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.

"More than 100 million Americans trust the Blue Cross and Blue Shield Brands with providing reliable, high-quality healthcare coverage to them and their families," said Scott P. Serota, Blue Cross and Blue Shield Association President and CEO. "We are proud to recognize those Blue Cross and Blue Shield Plans that have exceeded member expectations and delivered exceptional service to the communities they serve."

Blue Cross and Blue Shield of Alabama is being recognized with a Brand Excellence Award in the "Member Recommendation" category for achieving the highest percentage of members who would recommend Blue Cross and Blue Shield of Alabama to family and friends. Blue Cross attributes its success to highly personalized and efficient customer service and the caliber of products it provides to its members.

"Blue Cross and Blue Shield of Alabama is committed to providing a superior customer experience to our members," said Terry Kellogg, President and CEO, Blue Cross and Blue Shield of Alabama. "We take great pride in the fact that our customers would recommend their coverage to those they most care about. We are honored to accept this Brand Excellence Award, as it reflects our unceasing efforts to meet the needs and expectations of those we serve."

This marks the 19th year that the Association has presented Brand Excellence Awards to recognize Blue Plans nationwide in categories that promote The Blue Brands, including attracting new customers, fostering loyalty to existing customers and brand innovation.

An Independent Licensee of the Blue Cross and Blue Shield Association.

About Blue Cross and Blue Shield of Alabama
Blue Cross and Blue Shield of Alabama has insured Alabamians for over 77 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. You can further connect with us on Facebook, Instagram or Twitter for 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 and Blue Shield Association
The Blue Cross and Blue Shield Association is a national federation of 38 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for 100 million members — one-in-three Americans. For more information on the Blue Cross and Blue Shield Association and its member companies, please visit www.bcbs.com.