BlueCross BlueShield of Alabama

FOR IMMEDIATE RELEASE
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Blue Cross and Blue Shield of Alabama Allowing Exception for Consumers Still Needing Healthcare Coverage

Birmingham, AL – Blue Cross and Blue Shield of Alabama's mission remains to provide Alabamians access to quality, affordable healthcare. Blue Cross is allowing a special exception period for consumers still needing healthcare coverage on and off the Health Insurance Marketplace. If consumers experienced technical issues with www.HealthCare.gov or long waits due to last minute enrollments, Alabamians now have until Sunday, February 22, at 8 p.m. to enroll.

Beginning in 2014, the Affordable Care Act required most Americans to obtain health insurance. Individuals who do not have access to health coverage through an employer or a government program, like Medicare or Medicaid, must purchase a health insurance plan on their own. This exception will give Alabamians additional time to obtain the coverage they need.

Consumers can enroll by calling Blue Cross at **1-855-511-2581**.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 78 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.