



BlueCross BlueShield of Alabama

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Blue Cross and Blue Shield of Alabama Launches Healthcare Reform Microsite

BIRMINGHAM, AL. — Blue Cross and Blue Shield of Alabama remains committed to communicating with our customers on an ongoing basis to assist them through healthcare reform. As a part of this commitment, Blue Cross has launched a new healthcare reform site to serve as a valuable resource to help the public understand the latest in healthcare reform and how it can affect them.

Blue Cross' microsite, HCRAlabamaBlue.com, is an interactive tool where users can learn the basics about healthcare reform, listen to and view frequently asked questions, and sign up for the latest updates. The site will continue to evolve and be updated regularly as provisions from the Affordable Care Act are put in place. To access the healthcare reform site, go to HCRAlabamaBlue.com or click to the site from the Blue Cross and Blue Shield of Alabama home page AlabamaBlue.com.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 75 years.

Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit www.bcbsal.com.

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