BlueCross BlueShield of Alabama

FOR IMMEDIATE RELEASE
April 2, 2013

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Blue Cross and Blue Shield of Alabama Recognized for Ranking Highest in Member Satisfaction

BIRMINGHAM, AL — According to the J.D. Power and Associates 2013 Member Health Plan Study, Blue Cross and Blue Shield of Alabama ranks highest in overall member experience among health plans in the East South Central Region. This marks the sixth consecutive year that Blue Cross ranked highest in the region.

J.D. Power and Associates determines this by examining seven key factors: coverage and benefits; provider choice; information and communication; claims processing; statements; customer service; and approval processes. The study measures member satisfaction among 141 health plans in 17 regions throughout the United States.

"It is an honor to again be the recipient of this esteemed award," said Terry Kellogg, President and CEO of Blue Cross and Blue Shield of Alabama. "We remain devoted to our members and putting the customer first by providing them access to quality and affordable healthcare. It's very reinforcing to know our members value our commitment to them."

J.D. Power and Associates first published the National Health Insurance Plan Study in 2007. Blue Cross and Blue Shield of Alabama has received this award for the last six years.

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.