



BlueCross BlueShield of Alabama

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Blue Cross and Blue Shield of Alabama Ranks Highest in Member Satisfaction for Fifth Consecutive Year

BIRMINGHAM, Ala. — Blue Cross and Blue Shield of Alabama ranks highest in overall member satisfaction among health plans in the East South Central Region, according to the J.D. Power and Associates 2012 U.S. Member Health Insurance Plan StudySM. This is the fifth consecutive year that Blue Cross ranks highest in the region (tied in 2009).

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

“We are very grateful to again receive this prestigious award,” said Terry Kellogg, President and CEO. “It is an honor to know that our members appreciate our commitment to them. We take pride in continuing to provide our customers excellent service and access to quality and affordable healthcare,” said Terry Kellogg, President and CEO.

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

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