



## **BlueCross BlueShield of Alabama**

**FOR IMMEDIATE RELEASE**  
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### **Blue Cross and Blue Shield of Alabama Receives Prestigious Brand Excellence Award**

**Birmingham, AL** — Blue Cross and Blue Shield of Alabama is the proud recipient of the Brand Excellence Award for “Member Retention” from the Blue Cross Blue Shield Association. Blue Cross and Blue Shield of Alabama is the only Blue Plan to win a total of 22 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. This year’s five awards recognize Plan achievements in three categories: enrollment growth, member retention and brand innovation.

“Nearly 106 million Americans trust the Blue Cross and Blue Shield brand with providing reliable, high-quality health care coverage to them and their families,” said Scott P. Serota, Blue Cross Blue Shield Association President and CEO. “We are proud to recognize those Blue Cross Blue Shield companies that have exceeded member expectations and delivered exceptional service to the communities they serve.”

Blue Cross and Blue Shield of Alabama was awarded the Brand Excellence Award in the “Member Retention” category for having an especially high percentage of members renew their coverage over the past year in the state. Blue Cross and Blue Shield of Alabama currently serves more than 2.2 million members.

“Blue Cross and Blue Shield of Alabama strives to deliver the next generation of quality healthcare coverage to its members,” said Terry Kellogg, President and CEO of Blue Cross and Blue Shield of Alabama. “We accept this Brand Excellence Award with high honor as it reinforces our commitment to providing superior service to our members.”

This marks the 22<sup>nd</sup> year that the Association has presented Brand Excellence Awards to recognize Blue Cross Blue Shield companies nationwide in categories that promote the BCBS brand, including attracting new customers, fostering loyalty among existing customers and brand innovation.

#### ***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 80 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://AlabamaBlue.com). Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

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

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***About the Blue Cross Blue Shield Association***

Blue Cross Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for one in three Americans. For more information on the Blue Cross Blue Shield Association and its member companies, please visit [BCBS.com](https://www.bcbs.com). We encourage you to connect with us on Facebook, check out our videos on YouTube, follow us on Twitter and check out the BCBS Blog for up-to-date information about BCBSA.