



## BlueCross BlueShield of Alabama

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Media Release

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### Forbes Names Blue Cross and Blue Shield of Alabama One of America's Best Employers

**Birmingham, AL** – Forbes named Blue Cross and Blue Shield of Alabama one of America's Best Employers for 2018 in the mid-size category of 1000-5000 employees. Blue Cross is one of 28 insurance companies nationwide to be selected in this category. Recognition was based on feedback and survey results from 100-150 Blue Cross and Blue Shield of Alabama employees and 50 non-employees.

According to Statista, employees are consulted anonymously through several online panels so the employee can openly state their opinion, avoiding any influence from their employer.

"It is a distinct honor to be named one of America's best employers, especially since it is based mainly on feedback from our own employees," said Tim Vines, President and CEO of Blue Cross and Blue Shield of Alabama. "We are committed to creating a positive, innovative and productive work environment for the more than 3,000 employees who are dedicated to serving our customers."

The evaluation was based on two distinct criteria:

1. *Direct Recommendations*: Employees were asked to rate their willingness to recommend their own employer to friends and family based on a 0-10 scale.
2. *Indirect recommendations*: Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.

Employees were asked 35 work-related questions surrounding working conditions, potential for development, salary, and company image. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.

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

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 81 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.

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