

Capital BlueCross Receives Prestigious Brand Excellence Award Recognition Showcases Exceptional Enrollment Growth

Harrisburg, Pa. – Capital BlueCross announced today that it has received a Brand Excellence Award from the Blue Cross Blue Shield Association (BCBSA). The annual awards honor Blue Cross and Blue Shield (BCBS) companies that excel in developing and enhancing the overall BCBS brand image.

“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, BCBSA president and CEO. “We are proud to recognize those BCBS companies that have exceeded member expectations and delivered exceptional service to the communities they serve.”

Capital BlueCross is being recognized with the Brand Excellence Award for Enrollment Growth for having the highest percentage of new members enrolled over the past year among BCBS companies.

“Capital BlueCross strives each day to exceed its members’ expectations with the caliber of service and products we deliver to them and their families,” said Gary D. St. Hilaire, president and CEO, Capital BlueCross. “We are proud to be recognized for our strong commitment to our customers in Central Pennsylvania and the Lehigh Valley and accept the Brand Excellence Award with honor.”

This marks the 22nd year that BCBSA has presented Brand Excellence Awards to recognize BCBS companies nationwide in categories that promote the BCBS brand, including attracting new customers, fostering loyalty among existing customers and brand innovation.

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in Central Pennsylvania and the Lehigh Valley. A partner in the community’s health for nearly 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics, and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue stores that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

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. 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.