

Capital BlueCross Leads the Industry in Customer Satisfaction for Fifth Straight Year for Customer Satisfaction

HARRISBURG, Pa., Feb. 26, 2019 /PRNewswire/ -- Since 2014, Capital BlueCross has scored higher than all health insurance providers publicly measured in the American Customer Satisfaction Index (ACSI). On a scale of 0-100, with 100 being the most satisfied, Capital BlueCross' ACSI score is 79, the highest among health insurance providers tracked by the Index.

"We recognize the value and importance of meeting our members where they are in their healthcare journey and providing them access to quality care when, where, and how they need it," said [Gary D. St. Hilaire, President and CEO for Capital BlueCross](#). "By giving our members options, like our [Virtual Care](#) platform, we are providing not only a different way for our members to receive their healthcare, but also the mechanism to receive their care in the most convenient way possible. All of this contributes to providing a positive experience and a satisfied member."

The American Customer Satisfaction Index (ACSI) Syndicated Study for Health Insurance Providers is the only cross-industry benchmark of its kind. For the fifth straight year, from 2014 to 2018, Capital BlueCross scored higher than all measured health insurance providers that are tracked in the syndicated study.

Another innovation for customer satisfaction are the [Capital Blue health and wellness centers](#). Located in Enola and Saucon Valley, the centers are open to everyone in the community, not just Capital BlueCross members, and offer fitness classes, wellness coaching, health screenings and the Healthy You Café.

"Our commitment to delivering an exceptional customer experience remains our focus now and for years to come. It is an honor to receive this ranking, and it is our privilege to continue serving the health and wellness needs of our neighbors in Central Pennsylvania and the Lehigh Valley," said St. Hilaire.

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 more than 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 health and wellness centers 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.

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<https://capbluecross.mediaroom.com/2019-02-26-Capital-BlueCross-Tops-Industry-Average-for-Fifth-Straight-Year-for-Customer-Satisfaction>