

## Capital BlueCross Ranks Highest Among Health Insurers Nationally in American Customer Satisfaction Index for Third Year

**Harrisburg, Pa.** – Capital BlueCross today announced that, for the third straight year, it scored higher than all health insurance companies nationally that are tracked in the American Customer Satisfaction Index (ACSI), the only cross-industry benchmark of its kind.

On a scale of 100, with 100 being the most satisfied, Capital BlueCross' score is 77, the highest among health insurance companies tracked by the index. Capital BlueCross exceeded the health insurance industry average by 5 points.

"Providing the best possible customer experience is paramount at Capital BlueCross, and we are proud that consumers recognize us as a leader in our industry," said Gary D. St. Hilaire, President and CEO, Capital BlueCross. "Our strong and repeated ACSI scores reflect our commitment to delivering an exceptional customer experience, as well as leading-edge innovations and technology that help ensure customers receive the highest quality care."

The ACSI, developed at the University of Michigan's Ross School of Business, provides an independent perspective of customer satisfaction that quantifies customers' perceptions of their experience with a product or service. Capital BlueCross' score is based on a random sample of its current customers.

### 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.

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