

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

HARRISBURG, Pa., Jan. 31, 2018 [/PRNewswire/](#) -- Capital BlueCross today announced that, for the fourth straight year, from 2014 to 2017, it scored higher than all health insurance companies nationally that are tracked in the American Customer Satisfaction Index (ACSI) Syndicated Study, the only cross-industry benchmark of its kind.

On a scale of 100, with 100 being the most satisfied, Capital BlueCross' score is 80, the highest among health insurance companies tracked by the index. Capital BlueCross further improved its leadership position from prior years and exceeded the health insurance industry average by 7 points.

"We are proud that our ACSI score reflects our consumer focus and position as a leader in the industry year after year," said Gary D. St. Hilaire, President and CEO, Capital BlueCross. "Capital BlueCross is dedicated to providing exceptional service that focuses on the individual needs of our members, while also driving innovation in healthcare to improve the health and well-being of our community."

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.

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<https://capbluecross.mediaroom.com/2018-01-31-Capital-BlueCross-Ranks-Highest-Among-Health-Insurers-Nationally-in-American-Customer-Satisfaction-Index-for-Fourth-Year>