

Blue Cross Blue Shield Association publishes 'Investing in America's Health' Annual report

Blue Cross Blue Shield Association Releases 'Investing in America's Health' Annual report demonstrates Blue Cross and Blue Shield companies' impact in creating healthier communities nationwide

Blue Cross and Blue Shield (BCBS) companies around the country collectively devoted more than \$363 million to support community health initiatives in 2013, and their employees volunteered more than 370,361 hours to community service, according to "Investing in America's Health," a report by the Blue Cross Blue Shield Association (BCBSA).

The sixth annual report demonstrates the 37 BCBS companies' commitment to creating healthier communities nationwide.

"Across every ZIP code in the U.S., nearly one in three Americans rely on Blue Cross and Blue Shield for access to safe, quality and affordable healthcare," said Scott Serota, president and CEO of the Blue Cross Blue Shield Association. "With local roots in every community, Blue companies are uniquely positioned to create and maintain lasting partnerships with doctors, hospitals, schools and other organizations to help create stronger, healthier communities."

By working alongside local physicians and hospitals, BCBS companies help deliver better quality and more affordable care. They provide leadership and help fund local programs that improve the health and wellness of more than 105 million members and their communities. This collective support demonstrates The Power of Blue and its three focus areas: improving access to healthcare, improving healthcare quality and affordability, and enabling healthier living.

"For 85 years, the locally operated Blue Cross and Blue Shield companies have been committed to improving health and wellness in the communities they serve," Serota said. "They devote valuable resources to help create healthier communities — not just for members, but for every American."

To learn more about how BCBS companies are improving the health and wellness of members and their communities through The Power of Blue, view the report at www.bcbs.com/investingincommunities.