J.D. Power and Associates Reports:
BlueCross BlueShield of Nebraska Ranks Highest in Member Satisfaction among Health Plans in the Heartland Region for a Third Consecutive Year

WESTLAKE VILLAGE, Calif.: 17 March 2011 — BlueCross BlueShield of Nebraska ranks highest in member satisfaction with health plans in the Heartland region for a third consecutive year, according to the J.D. Power and Associates 2011 U.S. Member Health Insurance Plan StudySM released today.

Now in its fifth year, the study measures member satisfaction among 137 health plans in 17 regions throughout the U.S. by examining seven key factors: coverage and benefits; provider choice; information and communication; claims processing; statements; customer service; and approval processes.

BlueCross BlueShield of Nebraska achieves a score of 719 on a 1,000-point scale and performs well in the Heartland region in four of the seven factors: information and communication; statements; customer service; and approval processes. Following BlueCross BlueShield of Nebraska in the regional rankings are Wellmark BlueCross BlueShield of Iowa (716) and BlueCross BlueShield of Kansas City (712).

In 2011, overall member satisfaction is at the lowest point since the study’s inception in 2007, averaging 696, compared with 701 in 2010. Member satisfaction with coverage and benefits has decreased slightly, with considerable declines occurring in satisfaction with information and communication; claims processing; and statements.

“Information and communication remains the factor with lowest satisfaction among all plans, possibly reflecting the increasing complexity of health benefits,” said Richard Millard, senior director of the healthcare practice at J.D. Power and Associates. “Because members are increasingly concerned about the uncertainties surrounding cost and coverage, plans that focus on delivering useful information to manage these changes tend to earn higher satisfaction scores.”

The average satisfaction index score in the Heartland region is 699—three points higher than the 17-region national average. While overall satisfaction among health plan members has declined significantly in four of the 17 regions, performance in the Heartland region has improved considerably in 2011, compared with 2010.

The 2011 U.S. Member Health Insurance Plan Study is based on responses from more than 34,000 members of commercial health plans. There were 2,134 members in the Heartland region, which includes Iowa, Kansas, Missouri and Nebraska. The study was fielded in December 2010 and January 2011. For more comprehensive health plan rankings for all 17 U.S. regions, please visit www.jdpower.com.

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NOTE: One chart follows.
J.D. Power and Associates
2011 U.S. Member Health Insurance Plan Study℠

Member Satisfaction Index Ranking
Heartland Region
(Based on a 1,000-point scale)

- BlueCross BlueShield of Nebraska: 719
- Wellmark BlueCross BlueShield of Iowa: 716
- BlueCross BlueShield of Kansas City: 712
- BlueCross BlueShield of Kansas: 710
- UnitedHealthcare: 701
- Heartland Region Average: 699
- Blue Cross and Blue Shield of Missouri: 686
- Coventry: 679
- Aetna: 671
- CIGNA: 665

JDPower.com Power Circle Ratings℠ for consumers:

Included in the Heartland region are: Iowa, Kansas, Missouri and Nebraska.

Source: J.D. Power and Associates 2011 U.S. Member Health Insurance Plan Study℠

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