



## BlueCross BlueShield of Nebraska

An Independent Licensee of the Blue Cross and Blue Shield Association.

# NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Health Insurer receives 2008 BBB Integrity Award** *Awards Honor Ethical Business Practices*

(OMAHA, NE – October 14, 2008) – Blue Cross and Blue Shield of Nebraska recently received the Better Business Bureau (BBB) Integrity Award for companies of 100 or more employees. These awards focus on demonstrated ethical business practices with key stakeholders including customers, employees and community at large, rather than a company's growth, profitability or popularity. The Integrity Award winners were chosen by an independent panel of business leaders and members of the academic community.

"The BBB Integrity Award Winners have shown that ethics and integrity are core values of their organization," said Jim Hegarty, president and chief executive officer, of the Better Business Bureau serving Nebraska, South Dakota and southwest Iowa. "The 2008 BBB Integrity Award Winners join an elite group of organizations that realize dealing fairly and honestly with employees, customers and partners are central to profitability and growth."

Blue Cross and Blue Shield of Nebraska President and CEO Steve Martin points to the company's core values as the guide to creating a foundation of trust. Those values are **customer first, teamwork, adaptability, high performance, and trustworthiness**. Says Martin: "Our core values support our commitment to conduct business in an honest, open and fair manner. We pride ourselves on the integrity of our brand, and the confidence and trust that our customers and business partners place in us every day."

*Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to nearly 700,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company committed to delivering the health and wellness solutions that people value most. The company earned the distinguished Platinum Well Workplace Award from the Wellness Councils of America in 2007 and was voted one of the Best Places to Work in Omaha in 2008.*

**For More Information**

**Contact: Bev Carlson**

**(402) 548-4328**

**One less thing to worry about.**