



Press Release

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

WESTLAKE VILLAGE, Calif.: 2 April 2009 — BlueCross BlueShield of Nebraska ranks highest in member satisfaction with health plans in the Heartland region, according to the J.D. Power and Associates 2009 National Health Insurance Plan StudySM released today.

Now in its third year, the study measures [member satisfaction among 131 health plans](#) in 17 regions throughout the United States by examining seven key factors: coverage and benefits; provider choice; information and communication; claims processing; statements; customer service; and approval processes.

“Across the industry, satisfaction with health plans remains fairly stable, increasing only slightly compared to 2008,” said Jim Dougherty, executive director of the healthcare practice at J.D. Power and Associates. “Members still tend to be least satisfied with the information and communications they receive from their health plan—the third-most-important factor in overall satisfaction. Consequently, improving member communications can go a long way in driving higher levels of overall member satisfaction—particularly since only one-third of members say they fully understand how their health plans work.”

BlueCross BlueShield of Nebraska achieves a score of 733 on a 1,000-point scale in 2009 and performs particularly well in the Heartland region in four of seven factors: provider choice; claims processing; statements; and approval processes. Following BlueCross BlueShield of Nebraska in the regional rankings are BlueCross BlueShield of Kansas (724) and Wellmark BlueCross BlueShield of Iowa (713).

The average satisfaction index score in the [Heartland region](#) is 701—11 points lower than the 17-region average.

“In this tough economic climate, in which many people have lost jobs and health benefits, even those consumers who are currently covered by employer-sponsored health plans are closely examining their individual health plan options, including COBRA or high deductible alternatives, some for the first time,” said Dougherty. “At the same time, as employers face increased economic pressure, health plans are at risk of losing members as some companies strive to cut costs by switching health plans. In light of heightened consumer scrutiny and the increased likelihood of switching, many health plans appear to be focusing on member satisfaction more than ever before as a means of retaining members.”

The 2009 National Health Insurance Plan Study is based on responses from 33,007 members of commercial health plans. There were 1,915 respondents in the Heartland region, which includes Iowa, Kansas, Missouri and Nebraska. For more comprehensive [health plan rankings](#) for all 17 U.S. regions or to read an [article](#), visit www.jdpower.com.

About J.D. Power and Associates

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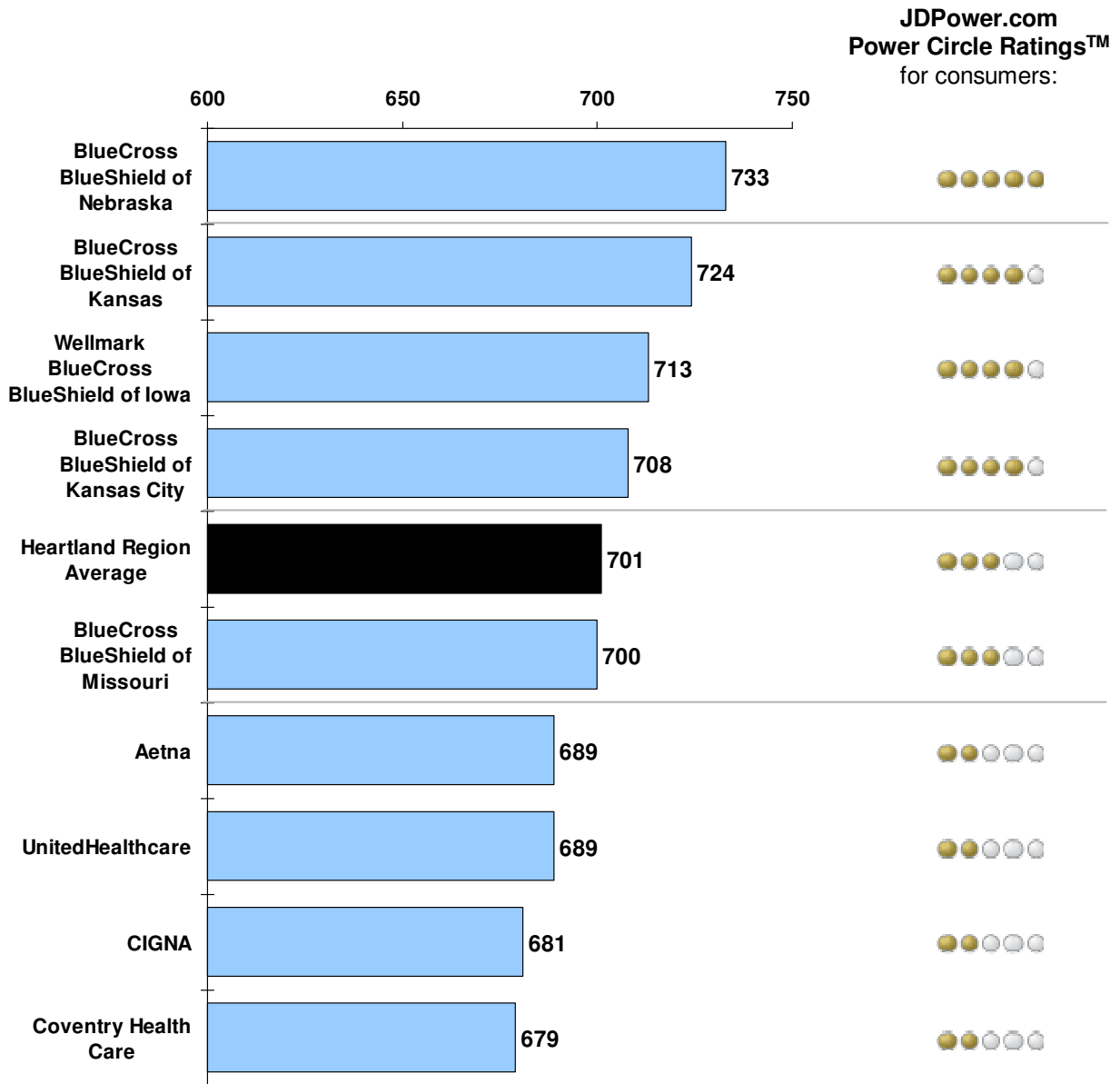
NOTE: One chart follows.

J.D. Power and Associates 2009 National Health Insurance Plan StudySM

Member Satisfaction Index Ranking

Heartland Region

(Based on a 1,000-point scale)



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

Source: J.D. Power and Associates 2009 National Health Insurance Plan StudySM

Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2009 National Health Insurance Plan StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle RatingsTM are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.