



**BlueCross BlueShield  
of Nebraska**

An independent licensee of the Blue Cross and Blue Shield Association

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

## **Lincoln's Small Businesses Discovering Affordable Health Coverage** *ChamberBlue, a benefit of Chamber membership*

December 24, 2007 (Omaha, Nebraska) – More of Lincoln's small business owners are finding the solution to their health coverage challenge in their Chamber membership. As of December 1, 2007, over 4,300 Nebraskans were covered by *Chamber Blue*, a health insurance product from Blue Cross and Blue Shield of Nebraska.

Currently, both the Lincoln and Greater Omaha Chambers of Commerce offer *Chamber Blue* to member businesses of 2 to 50 employees. Since qualified Lincoln-area brokers began selling the product this summer, over 200 Lincoln-area employees have started carrying a Blue identification card. Business owners report significant savings on their health care costs, while providing the value of health coverage from Blue Cross and Blue Shield of Nebraska.

Within the 13 *ChamberBlue* options are three plans which provide prescription drugs with a zero co-payment. Other major highlights of *ChamberBlue* include:

- Deductibles ranging from \$250 to \$5,000
- 4 Health Savings Account (HSA)-eligible plans. Preventative care is covered at 100% of the allowable charge
- Optional maternity for age/sex-related groups with 2-9 employees
- Companies with over 10 participating members can offer employees two plan choices

"Blue Cross and Blue Shield of Nebraska and the Lincoln Chamber of Commerce have struck a chord that is demonstrating value to our customers," says Keith Bushardt, executive vice president and chief marketing officer of Blue Cross and Blue Shield of Nebraska. "Through *ChamberBlue*, our customers are able to take advantage of what the Chamber offers to promote and grow their businesses, while offering the highest quality healthcare products and access to physicians and hospitals in Nebraska."

Brokers appointed by Blue Cross and Blue Shield of Nebraska who are also members of the Lincoln Chamber of Commerce are eligible to sell *ChamberBlue*.

*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 717,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company dedicated to providing the health and wellness solutions that people value most.*

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