

## Customers

In a recent telephone satisfaction study of customers, 93 percent of those surveyed reported they were satisfied with the service provided by Blue Cross Blue Shield of Arizona (BCBSAZ). In addition, 89 percent said they would be willing to recommend BCBSAZ to others looking for health insurance coverage.

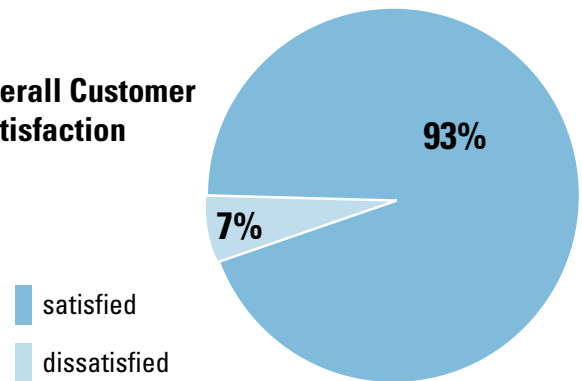
When asked to evaluate the services provided by BCBSAZ, the customers surveyed gave BCBSAZ strong ratings for satisfaction with their personal physician, providing access to doctors and hospitals, being easy to do business with, the ease of getting medical claims paid quickly and accurately, providing a clear explanation about the bill, the ease of resolving problems and questions quickly, and helping to understand coverage and benefits.

## Group Benefits Administrators

In a recent survey of group benefits administrators (GBAs), 98 percent of those surveyed reported satisfaction with Blue Cross Blue Shield of Arizona. The most frequently mentioned reasons for satisfaction included good customer service, prompt responses to questions, and the general lack of problems.

BCBSAZ received strong ratings for offering benefits and services employers need, providing easy access to medical care, providing timely and accurate claims payment, and being convenient and easy to do business with. BCBSAZ also received high levels of satisfaction for its employer portal and HealthyBlue health and wellness programs.

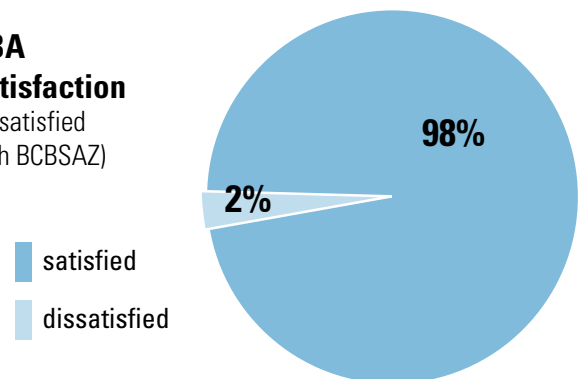
### Overall Customer Satisfaction



### Percent of Customers Rating Above Average



### GBA Satisfaction (% satisfied with BCBSAZ)



*The Customer Study was conducted in 2010 by Market Strategies, Inc., an independent research company. The Group Benefits Administrator Study was conducted in 2010 by WestGroup Research, an independent research company. Both studies include a representative sample of BCBSAZ customers.*