Moving Health Forward

PART OF ARIZONA FOR NEARLY 80 YEARS

As part of the Arizona fabric since 1939, we are proud to deliver health insurance products and services to more than 1.5 million individuals, families, employers and their employees.¹

Throughout our history, we have been committed to helping members and clients with their health insurance needs. Our statewide network of contracted healthcare providers includes 93 percent of Arizona’s acute care hospitals and more than 24,500 providers.¹

BCBSAZ, a not-for-profit company, is one of 36 independent licensees of the national Blue Cross Blue Shield Association.² We are governed by a local board of directors which allows us to make decisions that are in the best interest of our members, clients and employees.

As a not-for-profit company, we contribute to the economic vitality of our state through the taxes we pay. In 2015 we paid $17.8 million in state premium taxes; $12.6 million in federal income taxes and $10.2 million in other taxes such as payroll and property taxes.¹

Today, we are the largest Arizona-based health insurance company, employing more than 1,500 Arizonans¹ in Phoenix, the East Valley, Flagstaff and Tucson.

THE CUSTOMER EXPERIENCE

The BCBSAZ customer service team is dedicated to providing members with solutions quickly and accurately. In a 2016 satisfaction study of customers, 94 percent of those surveyed reported they were satisfied with the service provided by BCBSAZ.³ Additional areas of satisfaction include:

- **90%** Being treated with respect and courtesy
- **84%** Desire to resolve problems or answer questions
- **87%** Number of doctors and hospitals to choose from
COMMITTED TO A HEALTHY ARIZONA

Blue Cross Blue Shield of Arizona focuses on helping members stay well and working with those who need care through specialized programs.

Through our partnerships and health advancements we aim to improve the quality of care, not just the cost of care.

**Patient Centered Medical Home (PCMH)**

Chronic conditions such as asthma, hypertension, congestive heart failure and diabetes have a major impact on healthcare costs. Under the Patient Centered Medical Home (PCMH) program, we work with physicians to help promote comprehensive, coordinated care for patients with these chronic conditions. Our model encourages physicians to work with their patients to set and achieve measurable performance metrics that will improve overall health and reduce costs.

**Transition of Care**

Transitioning home from a hospital stay can be challenging – especially if the patient is considered high-risk for returning to the hospital. We want members to concentrate on getting well so the Transition of Care program helps ensure they are compliant with their medications, keep follow-up doctor appointments, and follow the doctor’s discharge plan. The program has been very successful. Readmissions within 30 days of the member’s initial hospital stay dropped by 38 percent in 2015.*

**Transparency Tools**

Most patients don’t know how much their healthcare services really cost. They lack the resources or incentives to comparison shop which can result in paying more for services than they should. With care comparison tools, members can evaluate drug and treatment costs for certain tests and procedures – including provider and facility costs. By encouraging members to learn more before they spend, we believe they will be better consumers of their healthcare dollars.

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*Nourishing Arizona*

Almost one in five Arizonans struggle with proper nutrition, which can lead to chronic conditions such as high blood pressure. In Maricopa County, there are 55 food deserts - areas that lack access to affordable, healthy foods.

We are reaching out to every part of the state and working with organizations such as Valley of the Sun United Way, food banks and FitPhx to help people eat better. This family-focused initiative fosters dialogue between parents and children about the benefits of proper nutrition. More information is available at NourishingArizona.com.

Nourishing Arizona

In collaboration with the Girl Scouts-Arizona Cactus-Pine Council, BCBSAZ developed the All About Healthy Living patch as part of the nourishing Arizona program. This one-of-a-kind patch program is available to all local Girl Scouts, from Daisies to Ambassadors. The goal is to teach the girls about several important aspects of wellness, including fitness, community, friendship, career and general health.

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1 Blue Cross Blue Shield of Arizona internal data.
2 Blue Cross Blue Shield Association internal data.
3 Studies of Blue Cross Blue Shield of Arizona customers and group benefit administrators were conducted during the first quarter of 2016 by Market Strategies, Inc., an independent research company.