

Group Customers

In a recent telephone satisfaction study of group customers—those who get their health insurance through an employer—95 percent reported they were satisfied with the service provided by Blue Cross Blue Shield of Arizona (BCBSAZ).

When asked to evaluate the service provided by BCBSAZ, more than nine of 10 group customers gave an above average rating for their personal physician, being a brand name to trust, providing easy access to medical care, having a large selection of doctors, providing timely claims processing, and being easy to do business with.

Service Ratings

(% of group customers rating BCBSAZ 6–10 on a 0–10 scale where 0 means poor and 10 means excellent)

| | |
|--------------------------------------|------------|
| Brand name I can trust | 92% |
| Provides easy access to medical care | 92% |
| Large selection of doctors | 92% |
| Provides timely claims processing | 90% |
| Easy to do business with | 90% |

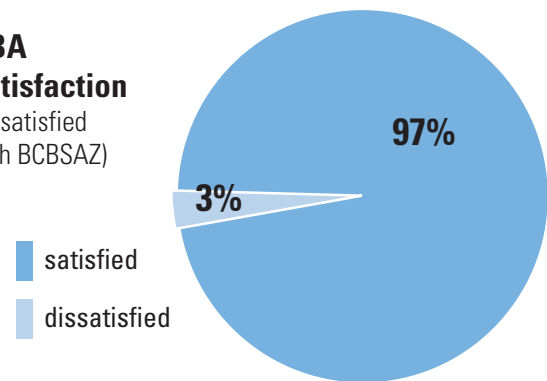
Group Benefits Administrators

In a recent survey of group benefits administrators (GBAs), 97 percent reported satisfaction with Blue Cross Blue Shield of Arizona. The most frequently mentioned reasons for satisfaction included responsiveness and prompt resolution of issues, good service, and generally not having problems. Additionally, 94 percent reported that they would be likely to recommend BCBSAZ to others.

BCBSAZ also received strong ratings from GBAs for providing a good choice of doctors and hospitals, its reputation, providing easy access to medical care, being convenient and easy to do business with, providing timely and accurate payment of claims, offering coverage that is accepted nationally, and completing timely enrollment of employees.

GBA Satisfaction

(% satisfied with BCBSAZ)



The Group Customer Study was conducted in 2008 by Market Strategies, Inc., an independent research company. The Group Benefits Administrator Study was conducted in 2008 by HSM Group, an independent research company. Both studies include a representative sample of BCBSAZ customers.