

## Group Customers

In a recent telephone satisfaction study of group customers—those who get their health insurance through an employer—95 percent of those surveyed reported they were satisfied with the service provided by Blue Cross Blue Shield of Arizona (BCBSAZ). In addition, 91 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, more than nine of 10 group customers surveyed gave BCBSAZ above average ratings for the care provided by their personal physician, being a brand name they trust, easy access to doctors and hospitals, helpful information when customers need it, and timely and accurate claims processing.

### Service Ratings

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

Satisfaction with personal physician	<b>96%</b>
Overall satisfaction with BCBSAZ	<b>95%</b>
Brand name I can trust	<b>94%</b>
Easy access to doctors and hospitals	<b>93%</b>
Helpful information when needed	<b>91%</b>
Timely and accurate claims processing	<b>90%</b>

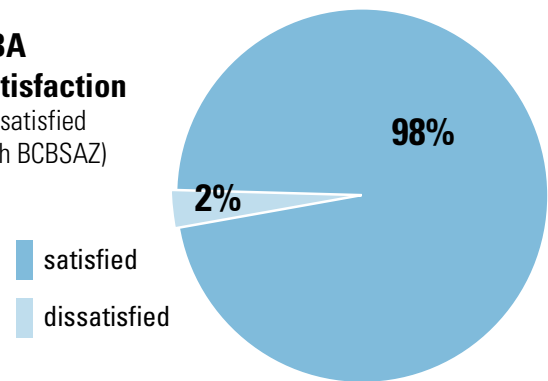
## Group Benefits Administrators

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 easy access to medical care, timely and accurate claims payment, good benefits and services, being easy to do business with, offering coverage that is accepted nationally\*, and completing timely enrollment of employees. BCBSAZ also received high levels of satisfaction for its employer portal and HealthyBlue health and wellness programs.

### GBA Satisfaction

(% satisfied with BCBSAZ)



\*PPO only

*The Group Customer Study was conducted in 2009 by Market Strategies, Inc., an independent research company. The Group Benefits Administrator Study was conducted in 2009 by WestGroup Research, an independent research company. Both studies include a representative sample of BCBSAZ customers.*