

Blue Cross and Blue Shield of New Mexico

Engaging Members, Employers, and Providers



How healthy can you get?™



**Blue Cross and Blue Shield
of New Mexico**

Blue Cross and Blue Shield of New Mexico: Quality, Accessibility, and Stability

Blue Cross and Blue Shield of New Mexico (BCBSNM) has been serving the people of New Mexico since 1940. We value our customers greatly and seek to engage them by:

- Helping members take a proactive approach to their health
- Providing employers with responsive account management teams and online tools
- Offering providers effective local management and stable provider networks
- Providing superior customer service

We offer an array of health insurance plans – for large employers, small employers, and for people who buy their own health insurance.



“Blue Cross and Blue Shield of New Mexico has been serving New Mexicans since 1940. Our company, including our over 800 New Mexico employees, continues to be committed to being part of the solution to making health care in New Mexico more affordable and accessible. Through the many health plan options and health care management tools we offer, we are part of the answer to the question *How healthy can you get?*”

Liz Watrin
President,
Blue Cross and Blue Shield
of New Mexico

How healthy can you get?

With the most comprehensive provider networks in New Mexico – more than 8,000 BCBSNM providers statewide – we give our customers more freedom when selecting a physician, hospital, or any other health care provider. Blue Care® Connection, our integrated health management program, focuses on the entire continuum of health care for all members – from wellness and prevention through complex and catastrophic care. Blue Care Connection uses educational resources, online tools and programs, personalized guidance, and early identification of members at risk for chronic medical conditions to improve member health, which results in lower health care costs.

Our Mission

To provide accessible, cost-effective, quality health care to our customers.

Our Values

Blue Cross and Blue Shield Plans nationwide are trusted partners to over 94 million members, insuring one in three Americans. At BCBSNM, we’ve earned the trust of our customers by adhering to the following values:

Integrity drives our commitment to quality services and our commitment to honest, forthright, and respectful relations with our customers, providers, business partners, beneficiaries, vendors, and fellow employees.

Responsibility makes us accountable for, and accept the consequences of, our behavior. We strive for excellence in everything we do. We are all responsible for adhering to the highest legal and ethical standards.

Mutual respect creates a work environment based on teamwork, encouragement, trust, concern, and honest and responsive communication among all employees.

Corporate citizenship mandates that we operate our business in a manner that respects and obeys laws and regulations governing our business and that we participate in activities to improve the quality of life in our community.



National Strength, Local Service

BCBSNM is part of Health Care Service Corporation (HCSC), the largest non-investor-owned insurer in the nation and the fourth largest insurer overall. As part of HCSC, BCBSNM has the financial and technological strength of a large corporation while maintaining our local management and employee base – and our local customer focus. HCSC has A+ ratings from A.M. Best and Standard & Poor's and an A1 rating from Moody's.

bcbsnm.com: Information and Interaction

Our website puts the power of knowledge into our customers' hands with tools to serve members, providers, employers, and producers. Blue Access® for Members (BAM) lets members find health care providers, research prescription drugs, contact Customer Service, and locate claims information. Within BAM, the Personal Health Manager portal provides health risk assessment tools, personalized health and wellness information, and health records management tools.

Blue Access® for Employers is a secure portal that helps employers manage their accounts online: add or remove employees and their dependents, verify employee eligibility, pay bills, and request ID cards. Blue Access® for Providers puts information on medical policies, provider reference materials, and claims and eligibility at providers' fingertips. Blue Access® for Producers allows producers to view product information, benefit summaries, and commission statements; download forms; and obtain quotes within minutes.

BlueCard®: Nationwide and Worldwide Provider Access

Our BlueCard program provides members with in-network benefits while they're traveling or going to school out of state. BlueCard gives members access to over 89 percent of physicians and 99 percent of hospitals that contract with other Blue Plans in the U.S. and in more than 185 countries. BlueCard has two major advantages: greater convenience for our members and greater claims savings for our New Mexico employer groups – \$110 million savings in 2006.

Community Involvement, Sponsorships, and Support

At BCBSNM, we believe that being good corporate citizens benefits everyone involved, which is why we've made community involvement one of the values that drives our organization. Our major community services include:

- Blue ACE (Active Community Enrichment), an employee team that has contributed more than 33,000 volunteer hours to the community
- Care Van, a mobile health clinic launched in early 2006 that brings critically needed preventive health care services to rural New Mexico
- Sponsorships of initiatives and events that support health, mental health, education, youth, family, and economic development
- Sponsorships and grants to 501(c)(3) organizations that address access to care, healthy living, and disease management programs





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Health Care Plans that Fit

BCBSNM provides health plans that are right for employers of all sizes. And right for individuals – and their families – who buy their own health coverage. We have the stability, trust, and name recognition associated with Blue Cross and Blue Shield Plans; yet we're locally managed to deliver exceptional customer service and account management. With our commitment to quality, accessibility, and flexibility, we are well qualified to serve the people of New Mexico.

For more information, go to bcbsnm.com.

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