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Brief Notes

News for Brokers and Consultants

February 9, 2012 Vol. 21 No. 825 3 Penn Plaza East, Newark, NJ 07105-2200

Applies to: All markets

Horizon Blue Cross Blue Shield of New Jersey Ranked Among "The Best Insurance Companies" for Overall Customer Satisfaction

Horizon Blue Cross Blue Shield of New Jersey is recognized as one of "The Best Insurance Companies in 2012," according to Insure.com, an industry website that offers a broad array of consumer-focused insurance information and services.

The insurance website surveyed more than 4,500 customers from the largest insurance companies in the nation by market share, for overall customer service ratings and reviews. Horizon BCBSNJ finished second in a field of 20 peer insurers, scoring just a fraction below another Blue Cross and Blue Shield company. Of the 10 highest-rated health insurers, seven are Blue Cross and/or Blue Shield companies.

"Horizon BCBSNJ is committed to service excellence for our members, so it is gratifying that Insure.com's national consumer survey rated us as a top service performer," said Mark Barnard, Senior Vice President of Service, Horizon BCBSNJ. "Our employees strive hard every day to earn the satisfaction of our members and this is one indicator demonstrating that our hard work is having a positive impact on our customers."

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Horizon BCBSNJ is making it easier for our members to find new health care professionals who have joined one of our networks in the last 30 days. Visit **www.HorizonBlue.com/Directory** and click *See who recently joined the network* to learn more.

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Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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Insure.com analyzed five measurements of customer satisfaction for large insurance companies:

- Customer Service.
- Claims experience.
- Value for the price paid.
- Percent who plan to renew their policies.
- Percent who would recommend their insurers.

For its ranking as a top health insurer, Horizon BCBSNJ also received Insure.com's "People's Choice Award for Best Health Insurance Companies."

For more information about how Horizon BCBSNJ is committed to ensuring market-leading customer service, please call your sales representative or account executive.