

## Workers' Compensation Is Latest Offering From Blue Cross Blue Shield of Massachusetts Subsidiary

**Blue Cross celebrates 10 years of exceptional growth in specialty benefits with new product**

BOSTON, Feb. 28, 2018 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts' (Blue Cross) new workers' compensation offering is adding value for small businesses across Massachusetts.

[Indigo Insurance Services](#), Blue Cross' wholly owned specialty benefits subsidiary, introduced workers' compensation in mid-2017 to small businesses across all professions with up to 100 employees. The benefit, which is administered by Compnet and underwritten by Berkshire Hathaway Guard, is the latest in a growing specialty benefits portfolio of products that complement our health plans, such as dental, vision, group life and disability, and stop-loss.



Vice president of specialty benefits Rich Greenhalgh said small businesses that have added workers' compensation are seeing even better results—both from an employee health and premium standpoint—when they combine the benefit with our innovative wellness program, [Healthy Actions](#).

"We know small businesses are looking for ways to keep their employees healthy and mitigate work-related injuries and illnesses," he said. "Our workers' compensation benefit and Healthy Actions program work hand in hand to improve the health of small business workforces and decrease their health care costs."

Healthy Actions is the only program of its kind in the market—employees can earn up to \$300 for getting an annual physical and managing their health conditions (like diabetes and hypertension), and employers can earn a credit on their annual premium based on employee participation.

The workers' compensation offering is available at a 7.5% discount to employers that offer our medical coverage. Employers that achieve a 50% participation rate in Healthy Actions can earn an additional 5% off their workers' compensation premium.

### **New offering caps decade of growth**

Workers' compensation is the latest product powering our unprecedented growth in specialty benefits offered through Indigo Insurance Services, which is marking its 10<sup>th</sup> anniversary this year.

Over the past decade, we have grown from one customer and two specialty products to 16 products and over 1,200 employer customers who offer at least one Indigo benefit in addition to medical. And we will continue to add new product lines in the future.

"Our customers recognize the value of partnering with us to offer these additional benefits to their employees—a one-stop shopping experience, administrative ease, and affordable premiums," Greenhalgh said. "Bringing all of these benefits together for our accounts is what we do best."

### **About Blue Cross Blue Shield of Massachusetts**

Blue Cross Blue Shield of Massachusetts ([bluecrossma.com](http://bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We're the trusted health plan for more than 25,000 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we're rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#). We offer additional benefits like dental, vision, life, and disability through our Specialty Benefits area, which includes Indigo Insurance Services and Blue Benefit Administrators, our third-party medical claims administrator.

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