Blue Cross Blue Shield of Massachusetts Captures National Award from the Center for Plain Language

BOSTON — April 25, 2014 —Blue Cross Blue Shield of Massachusetts won a national ClearMark Award for creating materials that are easy-to-understand and use plain language. Blue Cross was recognized for its multimedia tutorial on *Consumer Directed Health Care Plans with Health Savings Account*, which makes a complex and often confusing concept seem simple.

"Our promise is to always put our members first and one of the ways we do that is by using plain language to make health insurance easier-to-understand and use," said Kathy Varney, Senior Vice President, Brand Management and Marketing Communications at Blue Cross Blue Shield of Massachusetts. "When our members understand their health benefits, they are able to make better health care decisions."

Blue Cross has also received ClearMark Awards in the past for our revised Summary of Health Plan Payments, our Medicare Age-in letter and our Hospital Choice Cost Sharing interactive tutorial.

The national awards were presented at the Center for Plain Language's ClearMark Awards ceremony at the National Press Club in Washington, D.C. on April 22, 2014. The Center for Plain Language supports and provides advocacy for plain language. The ClearMark awards are given to the best plain language documents and websites each year.

Judges for the ClearMark Awards consisted of an international group of plain language experts and others interested in plain language. For more information on the 2015 ClearMark or WonderMark Awards, go to http://www.centerforplainlanguage.org/awards.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 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 are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

About The Center for Plain Language
The Center for Plain Language is a D.C.-based nonprofit organization that wants government and business documents to be clear and understandable. We support those who use plain language, train those who should use plain language, and urge people to demand plain language in all the documents they receive, read and use.

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