Blue Cross Offers Many Affordable Options for Medicare Customers

Boston — October 15, 2014 — Blue Cross Blue Shield of Massachusetts (Blue Cross) has announced its broad suite of Medicare options for the 2015 open enrollment period. Blue Cross is the nation's top-ranked Medicare PPO plan and is among the highest-rated Medicare HMO plans in the country, according to the National Committee for Quality Assurance Health Insurance Plan Rankings **2014-2015**.[i]

"We have a number of affordable options that fit any budget," said Ken Arruda, Executive Director of Medicare Markets for Blue Cross. "We encourage everyone to take a careful look at the many affordable options from Blue Cross Blue Shield available to them during the fall open enrollment period that ends December 7, and find the plan that works best for them."

Individuals with Medicare can choose the best Medicare Advantage and prescription drug coverage plan for their health care needs during the October 15 - December 7, 2014 open enrollment period, and enrollment is effective January 1, 2015. A Blue Cross Medex or Dental plan can be selected at any time of the year.

To learn more about Blue Cross' broad suite of Medicare coverage options, a list of covered medications, and to find the plan right for you:

Visit www.bluecrossma.com/medicare to view the online comparison tool.

Call **1-800-678-2265** (TTY: **1-800-522-1254**), from 8 a.m. to 8 p.m., seven days a week.

Medicare beneficiaries can also contact:

The Centers for Medicare and Medicaid Services, **1-800-MEDICARE** (**1-800-633-4227**), 24 hours a day, seven days a week. TTY users call 1**877-486-2048**.

Serving the Health Information Needs of Everyone (SHINE),**1-800-243-4636**.

Blue Cross Blue Shield of Massachusetts is a HMO and PPO Plan with a Medicare contract. Enrollment in Blue Cross Blue Shield of Massachusetts depends on contract renewal.

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 a 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.

---

[i] NCQA's Medicare Health Insurance Plan Rankings **2014-2015**. Blue Cross Blue Shield of Massachusetts' Medicare Advantage PPO plan is ranked as the #15 Medicare Advantage plan in America. Blue Cross Blue Shield of Massachusetts' Medicare Advantage HMO plan is ranked as the #19 Medicare Advantage plan in America. NCQA is not affiliated with CMS, nor is the award given by Medicare. Star Ratings can be found at www.medicare.gov.

For further information: CONTACT: Kathleen Makela 617.246.7725 kathleen.makela@bcbsma.com For Medicare Questions: 1-800-678-2265 http://www.bluecrossma.com/medicare