Blue Cross Blue Shield of Massachusetts Wins Gold Award For Cost Estimator Tool

BOSTON, Feb. 6, 2018 /PRNewswire-USNewswire/ -- For the second year in a row,Blue Cross Blue Shield of Massachusetts' (Blue Cross) Find a Doctor & Estimate Costs tool has been awarded a Healthcare Monitor Gold Award by Corporate Insight. This year's contenders included nine health plans such as for-profit national plans like Aetna, Cigna, and United. The Healthcare Monitor awards recognize financial services firms and health insurers for excellence in the online and offline experience they offer prospects, clients, and advisors.

"We want to make it easy for our members to make informed health care decisions and find high-quality, affordable care," said Deborah Devaux, chief operating officer at Blue Cross. "We're thrilled to be recognized for providing members with user-friendly online tools that simplify their experiences as health care consumers."

Corporate Insight graded health plan estimators on several factors, including the ease of finding the tools online and performing keyword searches, and the quality of results and how they're displayed.

Blue Cross' Find a Doctor & Estimate Costs tool (https://www.bluecrossma.com/findadoctor) allows members to view prices for more than 1,600 procedures and compare costs across providers. Specifically, Blue Cross members can use their computer, smart phone, or tablet to:

- Search for a doctor using popular categories like Primary Care, common terms like "knee surgery," or doctor and hospital names, and find those closest to their current location
- Estimate the cost of a procedure and the amount they will have to pay and compare up to 10 providers side by side
- Read and write doctor reviews

Blue Cross began offering our integrated Find a Doctor & Estimate Costs tool to members in 2015.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (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 25,000Massachusetts 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.

About Corporate Insight
Corporate Insight provides competitive intelligence, consulting and user experience research to the nation's leading insurers, financial services firms and educational institutions. For more than two decades, the firm has published customer experience-focused research and has advised clients on key competitive issues with a focus on helping them improve their digital capabilities. The firm offers subscription-based Monitor services in 15 verticals, including healthcare, alumni relations and brokerage, along with custom research and consulting services, digital capabilities audits, special studies and UX research. Healthcare Monitor examines the digital member experience of more than 30 leading group health insurance firms, providing subscribers a unique, firsthand analysis of the industry's online capabilities, including web usability, account management, billing, claims, mobile capabilities, social media strategy, tools, educational content and wellness programs.

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