Blue Cross Blue Shield Of Massachusetts Receives Platinum Award For Mobile Strategy From eHealthcare Leadership

BOSTON, Nov. 29, 2018 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts (Blue Cross) has received the highest honor - a Platinum award - from eHealthcare Leadership for its mobile strategy, MyBlue member portal and mobile app. The eHealthcare Leadership Awards program recognizes the best websites and digital communications in health care and recognizes the work that has gone into creating outstanding health websites and digital initiatives.



The award marks the second time this year the company has been recognized for digital innovation and its member website and app experiences, which allow members to access their health information when and where they need it, on any device. This spring the company was named a Silver Award winner by Digital Health Awards.

"This is a proud moment for our company and our digital team," said Vijay Kukreja, vice president of digital and omni-channel strategy at Blue Cross. "It's affirmation that we are moving in the right direction as we continue to evolve and improve our digital consumer experience strategy and platforms - in order to make it easier for our members to access their health care information and take advantage of all the benefits and services we offer."

Blue Cross uses member feedback to constantly enhance its digital consumer experiences. A number of improvements to the MyBlue website and app launched this week (www.bluecrossma.com):

- **A redesigned more simplified member registration and login process,** making it even easier to access the website and app.
- **A seamless experience from portal to app**, allowing members to use the same username and password to log in to both the web and the app. Additionally, allowing for seamless transition - actions taken by members on one device are transferred and available to all other platforms.
- **A personalized MyBlue spending and health information dashboard**, putting each member's specific plan, benefits and tools right at their fingertips, including a new secure message and document center.
- **A mobile-first design**, making it easy to view MyBlue from any desktop computer, laptop, or mobile device.

The eHealthcare Leadership awards program, now in its 19th year, is presented by Plain-English Health Care, publisher of eHealthcare Strategy & Trends and Strategic Health Care Marketing. The program draws more than 1,000 entries a year and exclusively recognizes the very best websites and digital communications of healthcare organizations, online health companies, pharmaceutical/medical equipment firms, agencies/suppliers, and business improvement initiatives.

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 25,000 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.

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