

ACCOUNT ACCESS

Regional and Blues Health Plans Profiles

Regional and Blues Health Plan Profiles provides insights on enrollment trends and business strategies of leading regional and Blues plans, supporting development of effective business and account plans.

- What are each health plan's organizational structure, business mix, and strategic goals?
- What are the enrollment trends among leading regional and Blues plans?
- Which new products and services from these plans have potential to drive change in the industry?

Use **Regional and Blues Health Plan Profiles** to:

- Develop business plans for the health plan segment
- Provide strategic guidance on business planning for leading regional and Blues plans
- Develop strategic account plans, anticipating the evolving business practices of leading accounts

Regional and Blues Health Plan Profiles
June, October

- Blue Cross Blue Shield of Alabama
- Blue Cross Blue Shield of Arizona
- Blue Cross Blue Shield of Louisiana
- Blue Cross Blue Shield of Massachusetts
- Blue Cross Blue Shield of Michigan
- Blue Cross Blue Shield of Minnesota
- Blue Cross Blue Shield of North Carolina
- Blue Cross Blue Shield of South Carolina
- Blue Cross Blue Shield of Tennessee
- Blue Shield of California
- Capital BlueCross
- CareFirst BlueCross BlueShield
- EmblemHealth
- Excellus BlueCross BlueShield
- Florida Blue
- Harvard Pilgrim Health Care
- HealthPartners
- Highmark Health Services
- Horizon Blue Cross Blue Shield of New Jersey
- Independence Blue Cross
- Medica
- Medical Mutual Ohio
- MVP Health Care
- Premera Blue Cross
- Priority Health
- SelectHealth
- The Regence Group
- Tufts Health Plan
- Wellmark, Inc.

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