

ACCOUNT ACCESS

Regional and Blues Health Plans Profiles

Regional and Blues Health Plan Profiles provides insights on enrollment trends and business strategies of 40 leading regional and Blues plans, supporting development of effective business and account plans.

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

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

- Develop business plans for the health plan segment
- Obtain strategic guidance on business planning for approaches to take with 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	<ul style="list-style-type: none"> • Anthem Blue Cross of CA • Arkansas BCBS • Blue Cross and Blue Shield of Alabama • Blue Cross Blue Shield of Arizona • Blue Cross and Blue Shield of Kansas • Blue Cross and Blue Shield of Kansas City • Blue Cross Blue Shield of Louisiana • Blue Cross Blue Shield of Massachusetts • Blue Cross Blue Shield of Michigan • Blue Cross and Blue Shield of Minnesota • Blue Cross & Blue Shield of Mississippi • Blue Cross and Blue Shield of Nebraska • Blue Cross and Blue Shield of North Carolina • Blue Cross Blue Shield of North Dakota • Blue Cross Blue Shield of Rhode Island • Blue Cross Blue Shield of South Carolina • Blue Cross & Blue Shield of Tennessee • Blue Cross of Idaho Health Service, Inc. • Blue Shield of California • Capital BlueCross • CareFirst BlueCross BlueShield 	<ul style="list-style-type: none"> • EmblemHealth • Empire Blue Cross Blue Shield (Anthem) • Excellus BlueCross BlueShield • Florida Blue • Geisinger Health Plan • Harvard Pilgrim Health Care • HealthPartners • Highmark Health • Horizon Blue Cross Blue Shield of New Jersey • Independence Blue Cross • Medica • Medical Mutual of Ohio • Premera Blue Cross • Priority Health • The Regence Group • SelectHealth • Tufts Health Plan • UPMC Health Plan • Wellmark, Inc.
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