

News Release



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Blue Cross and Blue Shield of Florida Reports Enrollment Gain in Federal Program

JACKSONVILLE -- Blue Cross and Blue Shield of Florida (BCBSF) announced today a substantial gain in the number of federal employees choosing the company as their insurance carrier during the latest federal open season held between Nov. 9 and Dec. 19, 1992. Open season is a period of time in which employees and retirees of the federal government are able to choose a health plan from among competing insurance companies.

BCBSF realized a net gain of 3,552 new contracts with federal employees in Florida. That number includes 2,438 federal employees currently working and 1,114 retirees. Nearly half of all federal employees and federal retirees in Florida -- 48 percent -- have chosen BCBSF as their insurance carrier. BCBSF has a total of 125,740 contracts with federal employees and retirees in Florida.

"Our commitment to quality care and customer satisfaction has made us the preferred choice for federal government workers," said Bob Sebok, vice president for group sales at BCBSF. "Our managed care programs offer federal employees and retirees access to affordable, high quality health care."

BCBSF provides federal employees with extensive support services to help keep them informed about their health coverage and to provide them with health and wellness information. In 1992 alone, BCBSF representatives conducted nearly 2,000 meetings with federal employees. These meetings ranged from resolving customer claims issues to wellness seminars and health fairs.

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