

April 8, 1993

Contact: Patrick McCabe
(904)791-6123
Scott Barker
(904)791-6699

**Blue Cross and Blue Shield of Florida Statement on
Florida Health Care Reform Legislation**

Blue Cross and Blue Shield of Florida (BCBSF) strongly supports the legislation's reliance on managed care as the basis for reforming the state's health care system. We continue to advocate reform that encourages health care companies to control costs through greater efficiency in delivery and financing of care.

Managed care is a realistic and proven approach to controlling health care costs. BCBSF's experience in managed care has demonstrated that private sector competition can be a driving force for controlling health care costs. Our Health Maintenance Organization (HMO) and Preferred Provider Organization (PPO) have had a dramatic impact on the cost and use of services without compromising quality care. The savings are passed on to customers.

BCBSF looks forward to working with the state toward successful implementation of its health care reform legislation as we continue leading the development of managed care programs that increase access to affordable health care for all Floridians.

-30-

NOTE: Attribute statement to Patrick McCabe

