

News Release



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Contact: Scott Barker
904/791-6699

Blue Cross and Blue Shield of Florida Reports Enrollment Gains in HMO in South Florida

FORT LAUDERDALE -- Blue Cross and Blue Shield of Florida (BCBSF) today announced a 72 percent growth in membership in its health maintenance organization (HMO), Health Options, from 1990 to 1993 in South Florida. In August, 1990, 67,000 South Floridians were enrolled in Health Options. By the end of August in 1993, that number increased to over 115,000, making the HMO the third largest in South Florida.

"This is a milestone in Health Options' enrollment," said Nick Stam, regional vice president for BCBSF in South Florida. "Floridians are taking advantage of the quality, cost-effectiveness and easy access to health care services offered by Health Options. We have built the largest network of physicians and hospitals in South Florida and are able to pass on the cost savings to our customers."

Health Options currently has over 2,200 physicians, including primary care physicians and specialists, providing care in South Florida. Customers continue to express satisfaction with the quality of care and attention they receive from Health Options' physicians. In a survey of Health Options customers, 94 percent expressed satisfaction with their primary care physicians' medical expertise and knowledge; 94 percent also expressed satisfaction with the overall performance and efficiency of their doctor's staff.

"Our customers are offered a choice of skilled physicians with skilled and highly qualified staffs, a fact that has contributed to our success and growth," Stam said.

The southern region of BCBSF encompasses an area from Vero Beach to Key West, including all of Dade and Broward counties, with offices in Miami, Ft. Lauderdale and West Palm Beach. BCBSF is a strong and growing mutual insurance company. The company incurred more than \$55 million in state and federal taxes and assessments in 1992, and is subject to the same regulation by the Department of Insurance as other insurers operating in Florida.

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