

News Release



August 1, 1996

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Blue Cross and Blue Shield of Florida Announces New Individual HMO Plan

PENSACOLA -- Blue Cross and Blue Shield of Florida (BCBSF) today introduced a new individual HMO plan for people under 65. The plan gives Floridians access to the quality, affordable care that is currently available to the company's group customers with HMO coverage.

"Floridians seeking individual health coverage now have access to quality, affordable health care from Blue Cross and Blue Shield of Florida's HMO," said Skip Housh, Northwest Region vice president for BCBSF. "Working Floridians without access to employer-sponsored health benefits, individuals between jobs, the self-employed and others who need more affordable options for quality health care will benefit from the plan."

BCBSF is introducing its new HMO plan in Escambia, Okaloosa, Santa Rosa and Walton Counties. With the plan, patients:

- personally choose their primary care physician from a large network of doctors who have been selected based on quality;
- have the flexibility to switch doctors;
- receive information needed to make informed decisions about their care; and
- receive preventive health services that help detect illness early, including mammograms, pap smears and prenatal care.

The plan is available through Health Options, the company's HMO subsidiary. At the end of the 1996 first quarter, more than 530,000 Floridians had chosen Health Options for their health care coverage.

BCBSF and Health Options are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies nationwide. A financially strong, tax-paying mutual insurance company, BCBSF is subject to the same regulation by the Department of Insurance as other insurers operating in the state.

For more information about BCBSF's new plan, Floridians may call 1-800-876-2227.

