

1 HR898  
2 132551-1  
3 By Representatives Hill, Baker, Ball, Bandy, Barton, Baughn,  
4 Beckman, Beech, Black, Boman, Boothe, Boyd, Bracy, Bridges,  
5 Brown, Burdine, Buskey, Buttram, Canfield, Chesteen, Clouse,  
6 Coleman, Collins, Colston, Davis, DeMarco, Drake, England,  
7 Farley, Faust, Fincher, Ford, Forte, Galliher, Gaston, Givan,  
8 Greer, Greeson, Grimsley, Hall, Hammon, Harper, Henry, Holmes,  
9 Howard, Hubbard (J), Hubbard (M), Hurst, Ison, Jackson,  
10 Johnson (K), Johnson (R), Johnson (W), Jones, Kennedy, Knight,  
11 Laird, Lee, Lindsey, Long, Love, Mask, McAdory, McCampbell,  
12 McClammy, McClendon, McClurkin, McCutcheon, McMillan, Melton,  
13 Merrill, Millican, Mitchell, Moore (B), Moore (M), Morrow,  
14 Newton (C), Newton (D), Nordgren, Oden, Patterson, Payne,  
15 Poole, Rich, Roberts, Robinson (J), Robinson (O), Rogers,  
16 Sanderford, Scott, Sessions, Shiver, Thomas, Todd, Treadaway,  
17 Tuggle, Vance, Wallace, Warren, Weaver, Williams (D), Williams  
18 (J), Williams (P), Wood and Wren  
19 RFD:  
20 First Read: 02-JUN-11

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8 RECOGNIZING AND COMMENDING BLUE CROSS AND BLUE  
9 SHIELD OF ALABAMA ON ITS 75TH ANNIVERSARY.

10  
11 WHEREAS, Blue Cross and Blue Shield of Alabama began  
12 operations in June 1936 as a Hospital Service Corporation in  
13 Birmingham, Alabama, and will celebrate its 75th year of  
14 continuing service to its customers in 2011; and

15 WHEREAS, Blue Cross and Blue Shield of Alabama  
16 insures more than 3 million customers nationwide, including  
17 more than 2.1 million Alabamians who reside in every county;  
18 and

19 WHEREAS, over its 75 years of continuous operations,  
20 Blue Cross has provided security and reliability to millions  
21 of Alabamians, both in the private and public sectors, through  
22 the administration of employer-sponsored benefit plans and by  
23 offering quality health care coverage and outstanding customer  
24 service; and

25 WHEREAS, Blue Cross and Blue Shield of Alabama has  
26 grown from six original employees to a current workforce of  
27 3,800 associates and, through the decades, each of these

1 associates has always focused on a primary goal of putting  
2 customers first; and

3 WHEREAS, Blue Cross and Blue Shield of Alabama has  
4 continually adjusted and modified its products both in the  
5 group and individual markets and has adjusted benefits to  
6 respond to the changing needs of its customers and the  
7 ever-evolving health care delivery system; and

8 WHEREAS, Blue Cross and Blue Shield of Alabama has  
9 strived to operate at the most efficient levels to insure that  
10 the highest percentage of every premium dollar is used to  
11 provide customers with care; and

12 WHEREAS, Blue Cross and Blue Shield of Alabama has  
13 been an industry leader and has established many new standards  
14 for improving customer service and innovations for benefit  
15 delivery; and

16 WHEREAS, Blue Cross and Blue Shield of Alabama has  
17 built and maintained a widespread and respected network of  
18 health care providers throughout the State of Alabama,  
19 producing the highest level of quality care in every area of  
20 practice; and

21 WHEREAS, Blue Cross and Blue Shield of Alabama has  
22 worked collaboratively with its provider networks to find  
23 innovative ways to improve the quality of care while  
24 maintaining some of the most competitive health care costs in  
25 the nation; and

26 WHEREAS, Blue Cross and Blue Shield of Alabama's  
27 affiliate, Cahaba Government Benefit Administrators LLC,

1       headquartered in Birmingham, has impacted the lives of  
2       millions of Americans as administrator of Medicare health  
3       insurance for the Centers for Medicare and Medicaid Services;  
4       and

5               WHEREAS, Blue Cross and Blue Shield of Alabama and  
6       its associates have been leaders in responding to and  
7       supporting the needs of communities; and

8               WHEREAS, Blue Cross and Blue Shield of Alabama  
9       created the Alabama Child Caring Foundation in 1988 to provide  
10      health care coverage at no cost to children who failed to  
11      quality for other benefit programs and, throughout its  
12      existence, enabled more than 70,000 children to enjoy  
13      healthier lives; and

14              WHEREAS, Blue Cross and Blue Shield of Alabama has  
15      been the only "Blue" plan to be awarded 16 consecutive Brand  
16      Excellence Awards, presented annually by the Blue Cross and  
17      Blue Shield Association to plans that excel in developing and  
18      enhancing overall brand image; and

19              WHEREAS, Blue Cross and Blue Shield of Alabama looks  
20      forward to continuing to serve its customers and communities  
21      and remains committed to its responsibilities as one of  
22      Alabama's leading companies and the state's largest health  
23      care insurer; now therefore,

24              BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF  
25      THE LEGISLATURE OF ALABAMA, That Blue Cross and Blue Shield of  
26      Alabama, through its 75 years of continuous operation, has  
27      upheld its charter and, through its prime objective of putting

1 customers first, has dutifully earned its reputation as "the  
2 caring company."

3 BE IT FURTHER RESOLVED, That a copy of this  
4 resolution of tribute be provided to Blue Cross and Blue  
5 Shield of Alabama for appropriate presentation and display in  
6 observance of its 75th Anniversary.