

1 SJR164

2 132759-2

3 By Senators Ward, Waggoner, Allen, Beasley, Beason, Bedford,
4 Blackwell, Brewbaker, Brooks, Bussman, Coleman, Dial, Dunn,
5 Fielding, Figures, Glover, Holley, Holtzclaw, Irons, Keahey,
6 Marsh, McGill, Orr, Pittman, Reed, Ross, Sanders, Sanford,
7 Scofield, Singleton, Smith, Smitherman, Taylor, Whatley and
8 Williams

9 RFD:

10 First Read: 02-JUN-11

1 SJR164

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4 ENROLLED, SJR164,

5 RECOGNIZING AND COMMENDING BLUE CROSS AND BLUE
6 SHIELD OF ALABAMA ON ITS 75TH ANNIVERSARY.

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

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

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

22 WHEREAS, Blue Cross and Blue Shield of Alabama has
23 grown from six original employees to a current workforce of
24 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

1 WHEREAS, Blue Cross and Blue Shield of Alabama's
2 affiliate, Cahaba Government Benefit Administrators LLC,
3 headquartered in Birmingham, has impacted the lives of
4 millions of Americans as administrator of Medicare health
5 insurance for the Centers for Medicare and Medicaid Services;
6 and

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

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

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

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

BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH HOUSES THEREOF CONCURRING, That Blue Cross and Blue Shield of Alabama, through its 75 years of continuous operation, has upheld its charter and, through its prime objective of putting customers first, has dutifully earned its reputation as "the caring company."

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

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President and Presiding Officer of the Senate

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Speaker of the House of Representatives

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Senate 02-JUN-11

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I hereby certify that the within Senate Joint Resolution
originated in and was adopted by the Senate.

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Patrick Harris
Secretary

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House of Representatives

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Adopted: 09-JUN-11

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By: Senator Ward