Blue Cross Blue Shield of Massachusetts to Offer Free Identity Protection Services to Members

New Offering will be available starting January 1, 2016

Boston, MA — July 14, 2015 — Blue Cross Blue Shield of Massachusetts (Blue Cross) announced today that it will offer free identity protection services to all eligible[1] members beginning January 1, 2016.

“Our promise is to always put our members first, and the protection of their privacy and personal information is of our highest concern,” said Andrew Dreyfus, Blue Cross President and CEO. “While we make every effort to ensure that all personal information maintained by us is secure and safe, in an increasingly digital world, cyberattacks are now a core threat to every business and government entity. This is one of the many steps we are taking to protect our members.”

Blue Cross is working to implement the program, and in the coming months will share details with its members on how they can take advantage of the services. The identify protection services will be made available on an opt-in basis to all eligible Blue Cross members for as long as their health insurance policy is in effect. The services will be administered by a leading identity protection company and include:

- Credit monitoring
- Fraud detection
- Credit/identity repair

The Blue Cross Blue Shield Association also announced today that all Blue plans nationwide will make these identity protection services available to their 106 million members throughout the United States. Blue Cross Blue Shield of Massachusetts is one of 36 independent, locally operated Blue Cross companies across the U.S. that form the Blue Cross Blue Shield system. The Blue Cross system of plans has taken aggressive steps to fortify protections for customers and lead the health care industry in the area of cybersecurity practices.

Blue Cross will contact members and customers directly in the coming months with instructions on how they can take advantage of the offering.

There are exceptions in some cases if employers decline the service, or due to contractual or regulatory issues.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 30,000 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

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For further information: CONTACT: Sharon Torgerson 617-246-2357 sharon.torgerson@bcbsma.com

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