

1 SJR164
2 132759-1
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

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 LEGISLATURE OF ALABAMA, BOTH
25 HOUSES THEREOF CONCURRING, 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.