



Contact:
Allan Rahn
714-567-4596
arahn@wordandbrowncompanies.com

FOR IMMEDIATE RELEASE

Blue Cross and Blue Shield of Tennessee Joins Forces With HealthCompare to Make Healthcare More Accessible Statewide

(Orange, CA) – January 12, 2011 – Blue Cross and Blue Shield of Tennessee, the state’s oldest and largest not-for-profit health plan with nearly three million members, announced today that it is partnering with HealthCompare to help individuals and families easily research, compare, buy and enroll in the right health insurance plan at the right price. HealthCompare (www.healthcompare.com) is one of the nation’s leaders in offering individuals shopping for health insurance free, accurate and customized health insurance quotes and personal assistance.

Founded in 1945, Blue Cross and Blue Shield of Tennessee is focused on financing affordable health care coverage and providing peace of mind for all Tennesseans. Through PersonalBlue, Tennesseans under age 65 are encouraged to better understand, customize and select their health coverage. With the ability to choose their deductible, coinsurance percentage, prescription drug coverage, office visit co-pay level and provider network, the plan’s focus is on meeting the unique needs and budget of each individual.

“PersonalBlue is aimed at helping consumers navigate the complex and often confusing world of individual health insurance,” said Charlie Goe, business segment director individual sales. “The beauty of this product is that it breaks down the health insurance shopping process into smaller, less intimidating chunks. HealthCompare will greatly support this product by helping Tennesseans understand their options and select the right plan for themselves and their family.”

Using proprietary technology, *HealthCompare* presents easy to understand information on HMO, PPO and indemnity health plans so people have the tools and materials they need to make the most informed decisions. In Tennessee, users can now simply enter their information and receive instant quotes online based on Blue Cross and Blue Shield's local offerings and provider network.

HealthCompare, a Word & Brown Company, was developed in late 2009 to help individuals and families easily research, compare, buy and enroll in the right health insurance plan at the right price online. Working closely with brokers and national insurance companies, *HealthCompare* offers individuals free, accurate and customized health insurance quotes and personal assistance in finding and selecting the right program to fit their needs.

Headquartered in Orange, California, The Word & Brown Companies is the nation's recognized leader in developing and offering innovative technology, health benefit plan models, and sophisticated employee benefits services to companies of all sizes. In addition to *HealthCompare*, Word & Brown Companies include CHOICE Administrators® the nation's only private health insurance exchange administering healthcare programs for more than 10,000 employers covering as many as 150,000 members; CONEXIS, the nation's oldest and most trusted employee benefits administrator, providing COBRA/HIPAA, FSA, commuter benefits and direct bill services to thousands of clients nationwide and Quotit® Corporation, the leading Internet application service provider for the health insurance and employee benefits industry. For more information visit www.thewordandbrowncompanies.com.

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