

HealthNow Company Overview

Vision

To be the preferred health care plan for our community.

Mission

To develop and provide innovative and cost-effective health care delivery solutions to support the needs of our members, stakeholders, and communities.

Key Statistics

- Founded in 1936
- 2,000 employees
- 800,000+ members served
- \$2.8 billion revenue; \$702 million in reserves (2019)

Operating Divisions

- BlueCross BlueShield of Western New York (Buffalo, NY) — founded 1936
- BlueShield of Northeastern New York (Albany, NY) — founded 1946
- HealthNow Brokerage Concepts (Blue Bell, PA) — acquired 2006
- HealthNow Administrative Services (Blue Bell, PA and Sacramento, CA) — founded 2010

Corporate Headquarters

- Opened August 2007
- “Green” building (LEED®-certified Silver) in downtown Buffalo involved remediation of a long-vacant brownfield site, which helped encourage further economic investment in the city’s core
- The only health plan headquartered in the city of Buffalo

Products

- A full range of insured, self-insured, and government products and services for businesses, families, and individuals
- Health plans include access to fitness, nutrition, wellness, stress management, discounts, and other options that engage members in their health
- Government products include Medicare Advantage and Medigap, Medicaid Managed Care, and Child Health Plus
- Dental and vision plans and stop loss coverage are also available

Community Support

- Supports programs and initiatives that have a measurable impact on the health of our community
- Annually provides over \$6 million in corporate support for more than 200 health, education, arts, and cultural nonprofits
- Board representation from employees on numerous nonprofits, councils, and chambers of commerce

Quality Recognition

- “Excellent” rating for managed care plans, National Committee on Quality Assurance (NCQA)
- Disease Management Accreditation, National Committee on Quality Assurance (NCQA)
- Best Medicare Advantage Plans, U.S. News and World Report, 2019
- Bulldog Reporter Corporate Social Responsibility Award, 2019, 2020
- Best Tech Team, InfoTech Beta Awards, 2017, 2019
- Best Places to Work, Buffalo Business First and Albany Business Review, 2019
- SQM, Contact Center World Class Customer Service Certification, 2019
- Capital District YMCA, President’s Awards, Corporate Leader, 2019
- Healthiest Employers, Buffalo Business First and Albany Business Review, 2019
- National Philanthropy Day, Outstanding Philanthropic Corporation, 2019
- Building Owners Managers Association, The Outstanding Building of the Year (TOBY®) Awards, 2019