

PRESS RELEASE

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Released September 28, 2001

BLUEGRASS FAMILY HEALTH “NATIONAL LEADER” SCORES HIGH IN 2001 CUSTOMER SATISFACTION SURVEY

A new customer satisfaction survey conducted for *Bluegrass Family Health* shows the company ranks significantly higher in all categories in an important national comparison with other commercial adult customer plans and more than two-thirds of its own customers rate the company’s service “Excellent” or “Very Good.”

Using a national benchmark - *Quality Compass 2000*, *Bluegrass Family Health* rated better nationwide in all 10 composite/ratings scores, with 8 of those ten comparison ratings significantly higher.

The same survey also measured the level of *Bluegrass Family Health* customer satisfaction scoring the company higher over last year in eight of a total of ten categories. Two of the eight higher ratings for the Lexington based company showed significant gains over the previous year.

The just released 2001 survey of 1500 members randomly selected from *Bluegrass Family Health’s* eligible membership database shows the company’s “Top Box Score” for overall health plan satisfaction was **67.8%**, compared to last year’s score of 62.7%. The national “benchmark” score in the same category was 58%.

Composites/Ratings of Member Satisfaction	Quality Compass 2000 NATIONAL BENCHMARK	Bluegrass Family Health’s 2001 Top Box Scores	Bluegrass Family Health’s 2000 Top Box Scores
Getting Needed Care	75.5%	82.2%	74.6%
Getting Care Quickly	79.3%	82.5%	80.8%
How Well Doctors Communicate	89.9%	93.6%	93.3%
Courteous & Helpful Office Staff	91.7%	93.8%	95.1%
Customer Service	65.8%	74.4%	68.0%
Claims Processing	79.1%	92.7%	83.4%
Rating of Personal Doctor	73.5%	78.5%	78.8%
Rating of Specialist	75.5%	82.7%	80.2%
Rating of Health Care	71.2%	80.8%	80.6%
Rating of Health Plan	58.0%	67.8%	62.7%

“We’re very pleased and proud of these results,” said *Bluegrass Family Health* Director of Customer Service Jetta Fannin. “They show we are an industry leader and that our history of high quality service and dedication to our customers continues and grows. We are proud and inspired to not rest and to continue to provide the absolute best in customer care.”

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The survey was conducted by The Myers Group (TMG) and is based on a response rate of 52.6%. The Myers Group (TMG) is an Atlanta-based national healthcare survey research firm, certified by the National Committee for Quality Assurance to administer such surveys.

Bluegrass Family Health is a Health Maintenance Organization serving more than 106,500 health care recipients in 92 of Kentucky's 120 counties. *Bluegrass Family Health* offers HMO, POS and PPO plans and has more than 4,000 contracted physicians and 76 hospitals serving Central and Eastern Kentucky, as well as, areas across Western Kentucky.

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