



**Arkansas
BlueCross BlueShield**
An Independent Licensee of the Blue Cross and Blue Shield Association

news release

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield launches mobile site

Little Rock, AR (Jan. 13, 2012) — Finding a doctor or health insurance plan is as easy as looking on a smartphone with Arkansas Blue Cross and Blue Shield’s recently launched mobile Web site.

The new mobile site works for Blackberry, iPhone, Windows and Android phones and can be viewed at arkansasbluecross.com. The mobile site will appear immediately on smartphones, but the full Arkansas Blue Cross Web site is accessible through a link at the bottom of every page.

The site offers the new “Find a Doctor or Hospital” provider search, the ability to easily shop for health and dental insurance plans for individuals and families, contact information, and information related to the new ArkansasBlue health insurance store at Shackleford Crossings in west Little Rock.

The mobile site allows visitors to get a rate quote, map a doctor’s office, or quickly call any service or sales phone numbers.

“At Arkansas Blue Cross, we recognize that our members and potential customers are on the go,” said Mark White, president and chief executive officer. “This new mobile

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site is just another way we're improving our online service and sales experience for members and guests. We look forward to sharing even more technology in the future."

In May 2012, the mobile site also will feature My Blueprint Mobile, giving members access to the secure Web site (My Blueprint) to review claims, The ability to view and e-mail their ID card information, and check member coverage. All members (Arkansas Blue Cross and Blue Shield, Health Advantage and BlueAdvantage Administrators of Arkansas) who currently have access to My Blueprint will be able to log in through the Arkansas Blue Cross My Blueprint Mobile site.

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health care coverage for 93 million – nearly one in three – Americans.

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