



An Independent Licensee of the Blue Cross and Blue Shield Association.



How We Ensure Quality Care from Blue Advantage

Blue Cross and Blue Shield of Alabama's Quality Management Program is designed to provide a comprehensive and integrated approach for monitoring, evaluating and improving the quality of care and service administered by the providers in our network. Our Quality Management Committee is composed of a multi-disciplinary team of Blue Cross employees who oversee the Quality Management Program. These employees are professionals who take seriously the need for continuous improvement in health care and service.

Providing quality care and service is important to us. By working with network providers, we ensure that the care you receive with **Blue Advantage** is the care you need and quality you deserve. Please express your concerns to us if you feel that you are not receiving quality care or service from a **Blue Advantage** provider.

How Do I Report a Quality Concern or Complaint?

There are several ways to report a concern or complaint to Blue Cross and Blue Shield of Alabama. Call our Customer Service department at the number listed on the back of your **Blue Advantage** identification card.

E-mail Customer Service by clicking the "Contact Us" link on the Blue Cross web site (www.bcbsal.com). Write a letter to:

Quality Management Program
Blue Cross and Blue Shield of Alabama
450 Riverchase Parkway East
Birmingham, Alabama 35244

What Happens After a Quality Concern or Complaint is Reported?

All members' quality of care and service complaints or concerns regarding providers are taken seriously. You will be notified by mail that we have received your complaint. Our Quality Management staff will review your concerns and appropriate action will be taken. All complaints are recorded for tracking purposes, and you can be assured that appropriate action will be taken. However, because all findings are considered confidential, we are unable to disclose our findings with you, regardless of the outcome.

You are important to us, and the kind of care and service you receive is just as important.