



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 17, 2008

Media Contact: Southern California
Peggy Hinz
(805) 557-6791
peggy.hinz@wellpoint.com

Ben Singer
(562) 810-3463 (cell)
benjamin.singer@wellpoint.com

ANTHEM BLUE CROSS TO SUPPORT MEMBERS AND COMMUNITIES IMPACTED BY SOUTHERN CALIFORNIA FIRES

Woodland Hills, Calif. – November 17, 2008 – Anthem Blue Cross announced today that it is making a \$50,000 donation through its Anthem Blue Cross Foundation to the American Red Cross to bring aid to the thousands of Californians who have been impacted by the recent fires, many of which continue to burn and threaten homes.

In addition, Anthem announced today several actions it is taking to assist members affected by the fires in the counties of Los Angeles, Orange, Santa Barbara, Riverside and San Bernardino:

Prescriptions: Anthem Blue Cross members may have left their homes without their prescriptions or they may have been damaged during this disaster. While many prescriptions are refillable on a 30-day cycle, for any prescription ordered from November 18 through November 25, Anthem is providing a one-time 30-day supply override on affected members' prescriptions. This will enable members to refill their prescriptions now, even if it is not due at this time.

For members in the impacted communities who participate in the Anthem mail order prescription program, Blue Cross is checking in advance of shipping, that the member will be able to receive his/her mail order. Anthem will re-route orders as needed at no charge to impacted members. Members who cannot get to their homes to receive their mail prescriptions but feel the medication was sent prior to the fires occurring are encouraged to contact their local post office for details of where mail for their area is being deposited at this time.

-more-

Member Medical Claims: There are medical facilities that have been impacted by this disaster. In addition, members may be staying in temporary shelters or with friends and relatives who are located far from their homes. During emergency medical situations, Anthem always encourages members to seek care at the nearest medical facility. Also, understanding that members may not have access to their usual provider for non-emergency care, during this period of member dislocation, Anthem will pay all claims for those in the impacted areas at the higher in-network reimbursement levels, even if the facility is not in the Anthem Blue Cross network.

Anthem Blue Cross - California Employee Assistance Program (EAP):

Free Counseling Services: The Anthem Blue Cross Employee Assistance Program is offering free counseling services for the next seven days, to all Anthem members throughout the impacted area. Services include access to a resource rich website and telephonic consultations with professional counselors. The EAP program is available 24 hours a day by calling toll-free 1-800-765-4446 or members may visit our website at www.anthemeap.com and use the password “fires.”

Commenting on these actions, Leslie A. Margolin, president of Anthem Blue Cross, said, “The health and safety of our members, our associates and our communities is our primary concern. Many of us know people who have been directly impacted by the fires and understand the decimating affect the fires can have on individuals who literally may have to start over from the ground up to pull their lives back together. At Anthem Blue Cross, we want to do all we can to help.”

###

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. ® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross names and symbols are registered marks of the Blue Cross Association.