



NEWS RELEASE

FOR IMMEDIATE RELEASE

September 1, 2009

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

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

Woodland Hills, Calif. – September 1, 2009 – Anthem Blue Cross announced today that it is making a \$25,000 donation to the American Red Cross to bring aid to those who have been impacted by the Southern California wildfires that continue to rage and threaten homes and lives.

In addition, Anthem announced today several important actions it is taking to assist members affected by the fires.

Prescriptions: Anthem Blue Cross members may have left their homes without their prescriptions or those items may have been damaged during this disaster. While many prescriptions are refillable on a 30-day cycle, for any prescription ordered from August 1 to August 31, 2009, 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, Anthem 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, and who 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-

Anthem Blue Cross Assistance (cont)

Member Medical Claims: There may be 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 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. Members who have received medical care from out-of-network providers or at out-of-network medical facilities should contact Anthem at the number on the back of their membership card as they receive their medical statements to have this adjustment made.

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 thirty 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.anthemead.com and use the password “fires.”

Commenting on these actions, Leslie A. Margolin, president of Anthem Blue Cross said, “Once again fires have struck and are ravaging many of our beautiful Southern California communities. My heart goes out to all who are struggling with this disaster. I am pleased that we can step up and lend our support at this time to those who are located in the impacted areas.”

Members with questions pertaining to their Anthem Blue Cross coverage can contact customer service through the number listed on the back of their membership card.

###

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.