

Arizona Community Gets Help in Making Sense of Healthcare Reform from Two Prominent Organizations

PHOENIX, Oct. 8, 2013 /PRNewswire-USNewswire/ -- Blue Cross Blue Shield of Arizona (BCBSAZ) and Chicanos Por La Causa, Inc. (CPLC) announced a joint effort to help educate Arizonans about the healthcare reform law. Together the organizations aim to reach those who likely haven't had insurance in the past and may not understand how the law will benefit them.

With a combined 117 years in the Valley, BCBSAZ and CPLC have a long history and shared commitment to the community. In the days ahead, the organizations are teaming up to:

- Make bilingual healthcare reform advisors available.
- Host healthcare reform education events.
- Conduct shared media opportunities with Hispanic outlets.
- Identify ongoing education opportunities.

"Working with CPLC, we'll serve Arizonans in every corner of the state by providing resources and tools needed to make smart decisions in a time when healthcare is changing greatly," said Richard L. Boals

, president and CEO for Blue Cross Blue Shield of Arizona

. "The open enrollment period gives Arizonans a chance to research their options and learn more about the value health insurance plays in keeping our communities healthy."

"As one of Arizona's largest social services organization, we are always looking for new opportunities to expand our service and support those who are historically underserved. Healthcare is a fundamental need and helping individuals understand how the Affordable Care

Act impacts their lives and the best way to get coverage is our goal," said E
dmundo Hidalgo
, CPLC President and CEO. Working with Blue Cross Blue Shield of
Arizona
, we have the opportunity not only to educate the community, but assist individuals in getting
health insurance through local, personalized service."

Healthcare reform open enrollment begins October 1 and runs through March 31, 2014. Within
Arizona
it is estimated that 480,000 people will be eligible for financial assistance. If a person is eligible
for a subsidy, they must purchase their health insurance coverage through the Health Insurance
Marketplace, also known as the exchange. Health insurance plans can also be purchased
directly through a broker or BCBSAZ.

More healthcare reform information can be found in English at azblue.com or in Spanish at
salud.azblue.com. BCBSAZ representatives can be reached at (877) 874-9958.

About Blue Cross Blue Shield of Arizona Blue Cross Blue Shield of Arizona (BCBSAZ), an
independent licensee of the
[Blue Cross and Blue Shield Association](http://www.bcbsaz.com)
, is the largest
Arizona
-based health insurance company. The not-for-profit company was founded in 1939 and
provides health insurance products, services or networks to 1.3 million individuals. With offices
in
Phoenix
,
Flagstaff
,
Tucson
and the East Valley, the company employs more than 1,300 Arizonans. Follow BCBSAZ at
www.facebook.com/bcbsaz
or on Twitter at @bcbsaz to get information on health and wellness, a knowledgeable
perspective on health insurance reform, and become a part of what we're doing in your
community.

About Chicanos Por La Causa, Inc. Chicanos Por La Causa, Inc. (CPLC) is a community
development corporation (CDC) that provides services in

Arizona

,

Nevada

, and

New Mexico

. Since 1969, CPLC has been changing lives by developing self-sufficiency and instilling empowerment in those we serve. Our focus areas are economic development, education, housing, and social services. CPLC provides a better life through offering business and employment opportunities; ensuring everyone has the solid foundation of an education; providing hope through a pathway of recovery, restoration, and resiliency; and ensuring that a safe, secure, affordable home is available to every individual we serve. Today, we have 48 programs & services, 800 employees, and 60 offices, making CPLC the third-largest Hispanic CDC in the nation and the leading Cultural and Educational CDC and non-profit in Arizona

.

www.CPLC.org

SOURCE Blue Cross Blue Shield of Arizona