

Brief Notes

News for
Brokers and Consultants

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Applies to: All markets

Horizon BCBSNJ Launches Redesigned Website

Horizon Blue Cross Blue Shield of New Jersey has launched a redesigned website with a vibrant new look and easier navigation for finding important information. The redesigned website also allows users to purchase health insurance directly online.

“Today, consumers, young and old, want easy access to information online and the ability to easily interact with companies they do business with,” said Horizon BCBSNJ Chairman and CEO, Robert A. Marino. “We have redesigned our website, **HorizonBlue.com**, to meet the growing needs of health insurance consumers.”

Visitors to **HorizonBlue.com** will have full access to the tools they need to make the most of their benefits as well as find information they need to stay healthy. Whether looking for participating doctors and hospitals or finding important forms, users will find the redesigned website easy to navigate.

“We focused on presenting information in a clear and organized way and we have built new capabilities into our website to help our members manage their benefits,” said Douglas Blackwell, Senior Vice President and CIO at Horizon BCBSNJ. “Whether you are looking to purchase insurance or you’re already a member, participating provider, or broker, you are going to have a better experience on the redesigned **HorizonBlue.com**.”

Among the new features on **HorizonBlue.com** is the *I Need Insurance* section, which will allow individuals looking to purchase insurance to compare plans and pricing. A tab at the top of the home page directs visitors to where they can quickly get a quote and purchase insurance online.

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Horizon BCBSNJ is making it easier for our members to find new health care professionals who have joined one of our networks in the last 30 days. Visit www.HorizonBlue.com/Directory and click *See who recently joined the network* to learn more.



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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Our customers will find easy access to our online *Provider Directory* and important health insurance forms throughout the website. An improved search tool also allows visitors to quickly search the entire site and easily filter search results. Additionally, users seeking information on health insurance terminology will now have assistance from a new online glossary of terms which enables users to get definitions instantly by placing the cursor over selected words.

The new website also features a special page for **Horizon Connect**, New Jersey's first health insurance retail center located in the East Gate Square Shopping Center in Moorestown. New Jersey residents can now experience health insurance in a whole new, more personalized way. Visitors to **Connect.HorizonBlue.com** can make an appointment to visit **Horizon Connect** and speak with a specially trained agent.

Spanish-speaking visitors to **HorizonBlue.com** can also find all of the information they're seeking by clicking on the *Horizon en Español* link. Found on any website page, the link brings visitors to **HorizonAzul.com**, where they can locate providers who speak Spanish or English and find valuable information on topics important to the Hispanic community.

"We value our relationship with all our members, providers, brokers and employer groups and our new and improved website is yet another way to connect with them," Blackwell added.

If you have questions, please contact your Horizon BCBSNJ Account Manager or Sales Executive.