



**BlueCross
BlueShield**
Global

Locking Out the Competition With a Total Blue Solution

THE POWER OF A HARMONIZED DOMESTIC AND INTERNATIONAL SOLUTION

CASE STUDY: SALES WIN

THE OPPORTUNITY

A well-known electronics and retail brand enrolled in a Blue Cross® Blue Shield® (BCBS) domestic health plan and requested a dedicated, carved-out international solution for 156 Korean inpatients working in the U.S. who were currently using their BCBS domestic plan for their international coverage. A key competitor previously held the domestic business and was eager to win the customer back through an international solution.

THE OUTCOME

Our Blue Cross Blue Shield Global® Expat solution delivers international coverage and benefits typically not included with domestic policies, thereby filling coverage gaps for these members. These gaps include medically necessary evacuation and repatriation, culturally appropriate benefits such as acupuncture covered at 100%, translation tools and multilingual support. Furthermore, by creating a total Blue domestic and international solution, we provide access to the same U.S. network for both domestic and international plans. This is especially important for members who are rotating on and off assignments and their dependents, as they can see the same doctors regardless of which plan they're using.

We collaborated directly with the domestic BCBS plan client management executive to ensure smooth implementation of our international solution. Working as a coordinated team made for easy, efficient enrollment and set-up of features like deductible accumulators.

SNAPSHOT

Coverage for 156 employees (398 total members)—this is considered a large global opportunity

Dedicated international Blue solution for Korean inpatients to complement domestic BCBS plan

Culturally appropriate solutions that may not be available in a domestic solution

Smooth implementation with involvement from the BCBS client management executive

Total Blue international and domestic solution helped the BCBS plan retain the domestic business and lock out a key competitor

Connect with your regional Blue Plan sales executive:
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or CorporateSales@geo-blue.com



As the global solution for the Blue Cross and Blue Shield companies, we provide health insurance for those who live, work, travel and study abroad.

For more than 25 years, our sole focus has been serving the globally mobile.

Blue Cross Blue Shield Global is a Brand owned by Blue Cross Blue Shield Association. GeoBlue is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association and is made available in cooperation with Blue Cross and Blue Shield companies in select service areas. Coverage is provided under insurance policies underwritten by 4 Ever Life Insurance Company, Oakbrook Terrace, IL, NAIC #80985. 4 Ever Life Insurance Company is an independent licensee of the Blue Cross and Blue Shield Association.

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