



BlueCross BlueShield of Nebraska

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NEWS RELEASE

For Immediate Release

The Nebraska Medical Center Recognized for Quality and Excellence *Award honors commitment to patient care & safety*

September 29, 2010 (Omaha, Nebraska)—Blue Cross and Blue Shield of Nebraska is pleased to recognize The Nebraska Medical Center for its commitment to delivering the best health care possible to people living in Nebraska. Because of this achievement, Blue Cross and Blue Shield of Nebraska honors The Nebraska Medical Center with its **Recognition for Quality** award.

The **Recognition for Quality** awards stem from Blue Cross and Blue Shield of Nebraska's desire to recognize and reward network providers for their participation and achievement in an established range of health care quality improvement initiatives. Blue Distinction is a designation awarded by the Blue Cross and Blue Shield companies to medical facilities that have demonstrated expertise in delivering quality healthcare. The designation is based on rigorous, evidence-based selection criteria established in collaboration with expert physicians and medical organizations. The goals are to raise the quality of care delivered nationwide and to help consumers find specialty care in facilities proven to have delivered better overall outcomes.

The Nebraska Medical Center has earned this award by active participation in these health care quality initiatives:

- Blue Distinction Center for Spine Surgery
- Blue Distinction Center for Knee/Hip Surgery
- Blue Distinction Center for Bariatric Surgery

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to nearly 700,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company committed to delivering the health and wellness solutions that people value most. Among recent honors: The 2008 Integrity Award from the Better Business Bureau, the Platinum Well Workplace Award from the Wellness Councils of America (2007-2010) and one of the Best Places to Work in Omaha (2008-2010).

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