

# Choose the local care recognized nationally for quality.



When you consider health care, here's something important to keep in mind. *Newsweek* magazine ranked the managed care plans of BlueCross BlueShield of the Rochester Area as the **highest in New York State** and third highest in **the entire nation**. Blue Choice, ViaHealth Plan, and StrongCare all received a **five-star rating**, the highest possible. Additionally, the National Committee for Quality Assurance awarded our commercial HMO/POS and our Medicare HMO plans its prestigious **Excellent Accreditation**. It's an honor only 49 managed care plans received nationwide. We also offer the **most extensive network** of doctors and hospitals in the area. Which adds up to **more quality choices** for you. No wonder we're Rochester's favorite care.

Find out more about the quality you can count on. Call us at **1-800-847-1200**. Or visit us at **www.bcbsra.com**



**Count on us.**

Independent Licensee of the BlueCross BlueShield Association

\*Newsweek, November 8, 1999

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