

# Premera Blue Cross - Strategic SWOT Analysis Review

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## Abstracts

Premera Blue Cross - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

Premera Blue Cross (PBC) provides health and wellness solutions. It specializes in offering comprehensive health benefits and tailored services. PBC provides health, vision, life, dental, disability, workforce wellness, stop-loss, and other related products and services. The company provides services through a wide network of health care professionals and hospitals in Washington and Alaska. It offers individual and family coverage plans; Medicare supplement plans; preferred provider organization plans; group medical, dental, pharmacy and vision coverage plans; exclusive provider organization plans; and traditional coverage plans to its customers ranging from individuals and families to members of Fortune 100 employer groups. The company is an independent licensee of the Blue Cross Blue Shield Association. PBC is headquartered in Mountlake Terrace, Washington, the US.

### Premera Blue Cross Key Recent Developments

Jun 18,2020: Hazelden Betty Ford in Bellevue, WA Designated Blue Distinction Center for substance use treatment and recovery

May 21,2020: Talkspace launches Cigna Relationship, marking a milestone of 40 million insured lives covered for virtual mental health care

May 13,2020: Premera Blue Cross provides \$65 Million in Premium Relief and rebates to customers in response to COVID-19 Pandemic

Apr 08,2020: Premera Blue Cross offers advance payments to health care providers in response to COVID-19 crisis

Jan 09,2020: Vim announces expansion of national high-value care guidance for self-funded employers

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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