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**The National Labor Office of the Blue Cross and Blue Shield Association Selects Best Doctors as a Strategic Alliance Partner**

**BOSTON – September 17, 2008** – Best Doctors<sup>®</sup> Inc., the trusted medical resource for ensuring individuals with serious illnesses and injuries have the right diagnosis and the right treatment, today announced a strategic alliance with the National Labor Office (NLO) of the Blue Cross and Blue Shield Association. This alliance will allow Best Doctors to explore opportunities with the labor trust funds, labor unions and independent Blue Cross and Blue Shield companies served by the National Labor Office. In doing so, Best Doctors will be able to offer its unique medical diagnosis evaluation service to an even larger population of union members, ensuring that these employee members can get the answers they need when faced with questions about their diagnosis and treatment.

The Blue Cross and Blue Shield Association (BCBSA) is a national federation of 39 independent, community-based and locally operated Blue Cross and Blue Shield companies. These Blue Cross and Blue Shield companies provide health benefits for more union workers, retirees, and their families than any other national carrier. Union contracts account for approximately 20 million Blue Cross and Blue Shield company members – almost one-fifth of the Blue System's national enrollment. BCBSA established the National Labor Office in 1965 to demonstrate its strong commitment to building successful partnerships with organized labor.

The Best Doctors unique diagnosis evaluation service is sold as a benefit to employers, trusts, labor unions and health plans. With Best Doctors, eligible employees and family members who are uncertain about a serious diagnosis or have questions about their

treatment plan can receive answers from world-renowned doctors, selected from a database of 40,000 specialists. Through Best Doctors, an expert specialist conducts a thorough analysis of the member's case based on all medical records and tests. The member and his/her treating physician receive a comprehensive, easy-to-understand report summarizing the findings that they can use to ensure the right diagnosis and best course of treatment.

“The NLO is committed to seeking out, developing and managing strategic alliance relationships with only select best-in-class services like Best Doctors to enhance Blue Cross and Blue Shield company product and service offerings for our union customers,” said Bonnie Summers, NLO executive director. “With their large populations and specific medical concerns, unions often present health challenges that drive the need for unique medical benefits that can truly provide a positive impact on the standard of care for their members. We believe that Best Doctors offers a powerful benefit that can have a significant impact on the quality of care for our union clients.”

“As today's healthcare system becomes more complex, the National Labor Office helps union representatives understand new options and gain access to critical information that satisfy the needs of labor, management and health plans alike,” said David Seligman, CEO of Best Doctors. “We are very pleased to align with the NLO and intend to be active allies in the ongoing quest by the Blues and the labor community to identify new tools that help individuals get the right care.”

### **About Best Doctors**

Best Doctors<sup>®</sup> is the trusted medical resource for ensuring individuals have the right diagnosis and the right treatment. The Company serves employers, insurers and health plans by dramatically improving the quality of healthcare at the point of treatment for individuals with serious illnesses and injuries. Founded in 1989 by two Harvard Medical School professors, Best Doctors serves more than 260 insurers, employers and health plans, touching 10 million people in 30 countries. For more information, visit [www.bestdoctors.com](http://www.bestdoctors.com) or call 1-800-223-5003.

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