

Coverage you can count on

At Premera Blue Cross, our mission is to put customers first by making healthcare more accessible. As a not-for-profit health plan, we connect members and their families with the care they need, when they need it, from providers who understand them. Too many people face access barriers—location, complexity, cost—and we’re working to remove them. We’re committed to making healthcare work better for everyone.

How We’re Improving Access to Care

Here’s what we’re doing to connect members and their families with the care they need, when they need it, from providers who understand their unique needs.



Expanding primary care options

Problem

Many communities face limited access to primary care. Patients often struggle with short appointment times, long waits for scheduling, and few options for integrated mental health support, especially in rural areas.

72% of WA Members live within 30 minutes of a Kinwell Primary Care Clinic

How we’re helping

Premera is expanding access through Kinwell primary care clinics. These clinics are designed to offer longer visits, faster scheduling, and integrated mental health care. With 16 locations across Washington and virtual care available statewide, Kinwell is reaching populations who would otherwise go without consistent, high-quality primary care.

Investing in rural care

Problem

Rural communities face persistent provider shortages, forcing patients to travel long distances and wait longer for care.

\$30M invested in rural healthcare since 2018

How we're helping

We're expanding the rural healthcare workforce by investing in training and residency programs that build a stronger pipeline of providers in rural areas. Research shows that clinicians who train in rural settings are far more likely to remain and practice in those communities, helping ensure lasting access to care.



PROGRAM SPOTLIGHT

Premera invested \$1.7 million to the University of Alaska Anchorage (UAA) College of Health. The grant supported the expansion of UAA's nursing programs and the Recruitment & Retention of Alaska Natives into Nursing (RRANN) program across rural Alaska.

Expanding behavioral health access

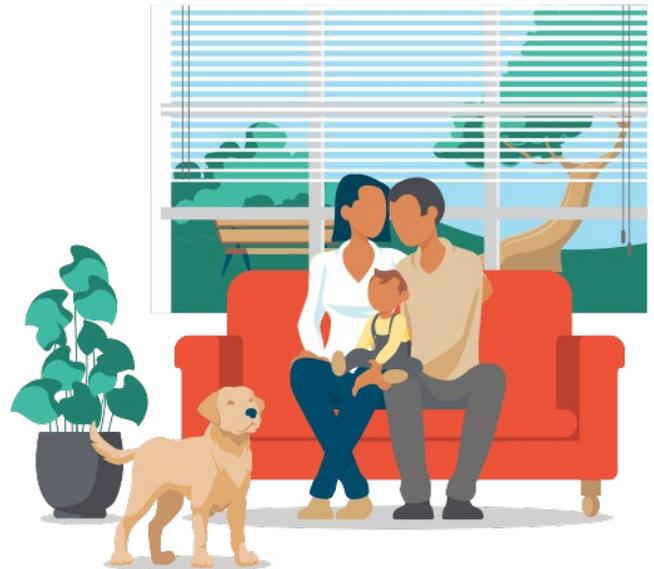
Problem

Finding behavioral health care is often difficult—limited provider availability, long wait times, and mismatched referrals leave many patients without timely or appropriate support.

22% expansion of behavioral health network since 2022

How we're helping

Premera is broadening access through expanded provider networks, virtual care, and personalized matching services. The Matchmaker™ for Behavioral Health program connects members with a curated list of in-network clinicians, while digital partners offer video, text, and phone-based therapy, including psychiatry and medication management.



Premera: Making healthcare work better

Premera Blue Cross is a not-for-profit health plan serving Washington since 1933 and Alaska since 1952. We're focused on making healthcare better, putting members and their families at the center of everything we do. For nearly 90 years, we've worked to provide access to high-quality, cost-effective coverage, and we remain committed to that mission every day.