



**News for Immediate Release**

**Nov. 10, 2014**

**Live Webstream Available for Highmark, Blue Cross of Northeastern Pennsylvania Hearing**

**Harrisburg** – On Wednesday, Nov. 12, beginning at 9 a.m., the Pennsylvania Insurance Department will offer a live webstream of the public informational hearing on Highmark, Inc.’s proposal to acquire Blue Cross of Northeastern Pennsylvania (BCNEPA). Earlier this year, the department received an application filing from Highmark seeking approval for the merger.

Day and evening sessions will be held at the Hilton Scranton & Conference Center, where the public will have an opportunity to provide input on the proposed transaction.

The department is evaluating this proposal against a set of standards based in insurance law, including whether the transaction will lessen competition, produce new efficiencies, or be hazardous to the insurance-buying public. Standards also focus on financial solvency; the competence, experience, and integrity of company management; the fairness and reasonableness of any changes in business operations, as well as compliance with all other state laws.

Individuals will be able to view the hearing by clicking on the “Highmark/BCNEPA” icon at [www.insurance.pa.gov](http://www.insurance.pa.gov). The proposal and related information also are available via the same icon.

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**Editor’s Note:** The hearing will be held at the:  
Casey Ballroom of Hilton Scranton & Conference Center  
100 Adams Ave., Scranton, PA 18503  
Day session begins at 9 a.m. Evening session begins at 7 p.m.  
Media are invited to attend.