

Nationwide Robocall Scam Alert

Please be aware of a nationwide robocall scam making its rounds and the action Blue Cross and Blue Shield of Alabama is taking to protect their customers.

The calls falsely claim to be made by “Blue Cross Blue Shield.” They appear to be made for the purpose of marketing insurance products by using the Blue Cross and Blue Shield brands and coincide with enrollment periods for Medicare and the Federal Employee Program.

The robocallers’ identity is masked by “spoofing” technology making it extremely difficult to identify the source and take action to stop the calls. Additionally, this technology allows for the same calls to appear to come from different phone numbers, which prevents consumers from effectively blocking them.

These robocalls are not originating from Blue Cross and Blue Shield of Alabama, and we are taking every step available to minimize confusion with our customers. We encourage our customers to be vigilant, protect their personal information, and guard against providing personal information during calls that claim to be from Blue Cross. We know that awareness is key in the fight against large scale scams and have posted communications through traditional media outlets, as well as Blue Cross and Blue Shield of Alabama social media platforms including Facebook and Twitter. It is unfortunate that this type of activity increases during this time of the year, but we will remain vigilant and focused in protecting our customers. FAQs are below for reference.

FAQs

1. Who are scammers targeting?

Scammers are targeting the public at large.

2. How are members being scammed?

Members are scammed through automated robocalls. The scammers claim to be representatives of “Blue Cross Blue Shield”.

3. What should Members do if they suspect fraudulent behavior?

Members should gather as much information as possible regarding the potential scam including:

- Date and time of contact
- Means of contact (phone number, email address, etc.)
- Name of person who called (this name will likely be a fake name, but could be valuable information)
- Details of the interaction with the potential scammer

Members should call the Blue Cross and Blue Shield of Alabama Fraud Hotline at 1-800-824-4391.

Members can also report fraudulent behavior at **AlabamaBlue.com/fraud**.

4. What should Group Administrators do if they suspect fraudulent behavior?

Group Administrators who suspect fraudulent behavior should report the potential scam to fraud@bcbsal.org and include:

- Date and time of contact
- Means of contact (phone number, email address, etc.)
- Name of person who called (this name will likely be a fake name, but could be valuable information)
- Details of the interaction with the potential scammer