National Survey of Healthcare Execs Ranks Best and Worst

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Nashville, TN:Â Health insurer WellPoint/Anthem ranks worst and Blue Cross/Blue Shield and Cigna rank tied for best in â€˜overall favorabilityâ€™ in the 7th Annual National Payor Survey targeted to hospital and health system leaders who negotiate contracts and pricing with big health insurance companies.Â It was conducted by Nashville-based Catalyst Healthcare Research in partnership with ReviveHealth and The Godbey Group.

This was very bad news for WellPoint/Anthem as they came in at the bottom of this survey for the second consecutive year.Â For Cigna, it was the second year in a row at the top; as for BC/BS, they moved up from third place in 2012.

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In addition to Favorability, all health plans were also rated on a series of other factors, including Reimbursement Rates, Honesty & Candor, Responsiveness and Claim Denials.Â For example, Aetna was rated as having the best reimbursement rates, BC/BS was worst.Â Conversely BC/BS was rated as the most responsive; United Healthcare was seen as worst at this.

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Catalyst Healthcare Research (CHR) is a full-service research firm specializing in designing and conducting ongoing programs and custom studies for health providers, health plans, and suppliers to the healthcare industry.Â Using a range of innovative research tools, CHR delivers key insights to healthcare organizations who want to understand, measure, and leverage â€œcustomer experienceâ€• to build stronger brands and capture more market share.Â CHR is headquartered in Nashville, TN.