PREMERA | BLUE CROSS

An Independent Licensee of the Blue Cross Blue Shield Association

New AI Tools at Premera Blue Cross Recognized for Positive Impact on Member Experience

Blue Cross Blue Shield Association's North Star Awards celebrate success and innovation across the 33 Blue Cross and Blue Shield plans

FOR IMMEDIATE RELEASE – JUNE 30, 2026

Mountlake Terrace, Wash., – Premera Blue Cross was awarded a North Star Award for the success of its two new artificial intelligence (AI) solutions. The solutions, called ALICE and CLARA, improve speed, clarity, and trust in the company's customer service and prior authorization processes. Selected by the Blue Cross Blue Shield Association, the North Star Awards recognize extraordinary initiatives across Blue Cross and Blue Shield companies that have made a significant impact for members.

Premera teams built the two AI-enabled tools to improve the member experience. The tools include:

- ALICE (Assistance in Learning for Customer Engagement), which enables customer service teams to quickly locate consistent answers across thousands of documents without manual searching.
- CLARA (Clinical Logic Automation for Review and Approval), which automates prior authorization decisions for requests that clearly meet criteria while preserving clinical oversight for complex cases.

Together, the tools reduce administrative burden, accelerate turnaround times, and improve member and staff satisfaction. Since the launch of the tools:

- Premera customer satisfaction for service excellence has increased by approximately four points.
- Prior authorization turnaround has reduced from 2.25 days to as low as 1.4 hours, with 99% accuracy across automated decisions.

"Every decision we make at Premera Blue Cross is anchored in our mission of making healthcare work better, including how we use AI," said Dr. Adrian M. Mayers, vice president and chief information security officer at Premera Blue Cross. "Creating ALICE and CLARA wasn't simple. But our rigorous commitment to build trustworthy solutions paid off because these tools are delivering measurable value for our employees and members."

The North Star Awards celebrate industry-leading innovations that are driving collective success through four strategic pillars of the Blue Cross Blue Shield Association, including: integrated, affordable healthcare; healthier lives for local communities; convenient, seamless experience; and market leadership in government markets. Premera was awarded in the Convenient and Seamless Experience category.

Learn more about how Premera is using AI to make healthcare work better for its customers here: Data and Artificial Intelligence Principles

About Premera Blue Cross
Premera Blue Cross, a not-for-profit, independent licensee of the Blue Cross Blue Shield Association based in Mountlake Terrace, Wash., is a leading health plan in the Pacific Northwest, providing comprehensive health benefits and tailored services to more than 2.5 million people, from individuals to Fortune 100 companies. For more information, visit www.premera.com.

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