



PETER ANDREYEV
State President

MICHAEL FREEMAN
Executive Vice-President

ORGANIZED 1896
MEMBERSHIP OVER 30,000

732-636-8860
FAX 732-636-0172

New Jersey State
Policemen's Benevolent Association, Inc.
158 Main Street Woodbridge, New Jersey 07095

State PBA President Andreyev Statement on Horizon Advertising

As the President of the New Jersey State Policemen's Benevolent Association, I know I speak for all 32,000 of our members that we are offended Horizon Blue Cross/Blue Shield of NJ would use an actor playing a police officer to promote their open enrollment period for the State Health Benefits Plan (SHBP).

First, I want to assure all of our members that in no way do we endorse Horizon as a choice in carriers for their health care coverage.

Second, the public and New Jersey's taxpayers need to know that under Horizon's management of the State Health Benefits Plan rates increased over 50% for our members over the last 3 years - all of which is directly related to their refusal to work with the SHBP Plan Design Committee to control the costs.

Horizon has complaints against them in regards to their contract compliance, and recently, one of their "national affiliates" had a \$421 Million judgement levied against them for underpaying providers. This is a sign of something very troubling.

Horizon is neither transparent nor interested in anything but their profits. Rather than work to provide quality health coverage at reasonable prices they insist on hiding behind claims that their operations are "corporate secrets" that can't be disclosed. Their refusal to face public scrutiny while raking in taxpayer money makes it impossible to know what we are truly paying for our healthcare needs.

We find it ironic that if Horizon was a police officer they wouldn't be licensed simply for their lack of honesty and candor. They need to be held accountable and not use images of police officers to sell their overpriced services. We urge our members to take heed and make the right choice in carriers when it comes to open enrollment.