



## **NEWS RELEASE**

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### **Blue Cross and Blue Shield of Minnesota to open second retail location**

*Roseville location to begin serving east metro later this year*

EAGAN, Minnesota (July 29, 2015) — Building on the positive reception to the opening of its first retail store in 2014, Blue Cross and Blue Shield of Minnesota (Blue Cross) has announced plans to open a second location in Roseville later this year. Like the original store in Edina, the Roseville location will offer customers face-to-face meetings that can help them select and enroll in a health insurance plan, as well as provide year-round customer service.

The new store will be at The Crossroads of Roseville Mall, located across the street from the Rosedale Center (on County Road B2). With the Edina location focused on serving the West Metro, Blue Cross selected Roseville as a convenient destination for those in the East Metro who are seeking service, support and education about individual plans and Medicare coverage. A grand opening will be scheduled for later this year to coincide with the 2016 open enrollment periods.

“We were very pleased with the community’s embrace of our first retail store, and this new opportunity in Roseville will help even more people better understand their options and plan benefits,” said Michael Guyette, president and CEO of Blue Cross and Blue Shield of Minnesota. “We know from our experiences at the Edina location that people appreciate getting to sit down and talk with someone about their health plan. This is why we are committed to expanding this level of service.”

Similar to the Edina location, Roseville will offer customized opportunities for learning more about how a Blue Cross plan can best meet an individual's needs. Additionally, Blue Cross members will have the added option of making direct payments for their coverage or speaking with store staff to answer questions and provide guidance on various plan benefits, such as health assessments and screenings.

Hours of operation in Roseville will mirror those of the Edina store, with walk-in hours Monday through Friday from 9 a.m. to 7 p.m. and Saturday from 9 a.m. to 3 p.m. Appointment scheduling also will be available online.

*Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A nonprofit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.6 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to [bluecrossmn.com](http://bluecrossmn.com) to learn more about Blue Cross and Blue Shield of Minnesota.*