



## Press Release

### *Empire BlueCross BlueShield Alerts Consumers to Protect Themselves from Scam Email Campaigns*

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**NEW YORK, NY, February 6, 2015** — New York residents who may have been impacted by the cyber attack against Anthem, should be aware of scam email campaigns targeting current and former Empire BlueCross BlueShield and Empire BlueCross members. These scams, designed to capture personal information (known as “phishing”) are designed to appear as if they are from Anthem, (Empire’s parent company), and the emails include a “click here” link for credit monitoring. These emails are NOT from Anthem or Empire.

- DO NOT click on any links in email.
- DO NOT reply to the email or reach out to the senders in any way.
- DO NOT supply any information on the website that may open, if you have clicked on a link in email.
- DO NOT open any attachments that arrive with email.

Empire also is NOT calling members regarding the cyber attack and is not asking for credit card information or social security numbers over the phone.

This outreach is from scam artists who are trying to trick consumers into sharing personal data. There is no indication that the scam email campaigns are being conducted by those that committed the cyber attack, or that the information accessed in the attack is being used by the scammers.

**Empire will contact current and former members via mail delivered by the U.S. Postal Service about the cyber attack with specific information on how to enroll in credit monitoring. Affected members will receive free credit monitoring and ID protection services.**

For more guidance on recognizing scam email, please visit the FTC Website: <http://www.consumer.ftc.gov/articles/0003-phishing>. Additional information about the cyber attack against Anthem is available at [www.AnthemFacts.com](http://www.AnthemFacts.com).

#### **About Empire BlueCross BlueShield**

Serving New Yorkers for 80 years, Empire BlueCross BlueShield is the largest health insurer in New York supporting nearly five million members and more than 38,000 business, union and small employers in New York. Empire BlueCross BlueShield (Empire) is the trade name of Empire HealthChoice Assurance, Inc., and Empire Blue Cross Blue Shield HMO is the trade name of Empire HealthChoice HMO, Inc., independent licensees of the Blue Cross Blue Shield Association, serving residents and businesses in the 28 eastern and southeastern counties of New York State. Additional information about Empire is available at [www.empireblue.com](http://www.empireblue.com). Also, follow us on Twitter at [www.twitter.com/healthjoinin](https://twitter.com/healthjoinin) or @empirebcbs, on Facebook at [www.facebook.com/HealthJoinIn](https://www.facebook.com/HealthJoinIn), or visit our YouTube channel at [www.youtube.com/healthjoinin](https://www.youtube.com/healthjoinin)