



News Release

For Immediate Release:

Contact:

Public Service Announcements on End-of-Life Care Earn Bronze Telly

Rochester, NY – Excensus BlueCross BlueShield and the Medical Society of the State of New York won a Bronze Telly award for its public service announcements on end-of-life care.

The Community Conversation on Compassionate Care videos feature real-life examples of how a person's medical care at the end of life can be enhanced if they take the time to discuss their personal wishes with the person they choose to be their health care proxy.

The videos direct people to a website, CompassionAndSupport.com. The website includes a wealth of information and resources on a variety of end-of-life topics, including health care proxies, living wills, Medical Orders for Life-Sustaining Treatment (MOLST) and more.

The Telly Awards honor the best in video and film productions, work created for the web and local, regional and cable television commercials and programs.

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Excensus BlueCross BlueShield, a nonprofit independent licensee of the BlueCross BlueShield Association, is part of a family of companies that finances and delivers vital health care services to 1.7 million people across upstate New York. Excensus BlueCross BlueShield provides access to high-quality, affordable health coverage, including valuable health-related resources that our members use every day, such as cost-saving prescription drug discounts and wellness tracking tools in our Step Up program. To learn more, visit <https://www.excellusbcbcs.com>.