



Office of
General Services

Business
Services Center

Information Announcement

Health Now (Blue Cross Blue Shield of Western New York) Data Security Incident Involving Newkirk Products, Inc.

August 15, 2016

Health Now (Blue Cross Blue Shield of Western New York) has reported a data security incident involving their subcontractor ID card vendor, Newkirk Products, Inc. (Newkirk). Newkirk issues health care ID cards for Health Now. This incident occurred on May 21, 2016 and was discovered on July 6, 2016. This incident does not affect any systems maintained by the State of New York, including NYSHIP and Health Now.

We are advised that the information potentially accessed may consist of member and dependent names, mailing addresses, type of plan, and member and group ID number. We have been assured that Social Security numbers, banking and credit card information, date of birth, and medical claim data information were not accessed.

Newkirk has advised that they will be mailing out notifications to all potentially affected individuals. Newkirk is also offering two years of identity protection and restoration services through AllClear ID, at no cost to affected individuals.

For more information regarding this incident, including frequently asked questions, please visit www.newkirkproductsfacts.com. In addition, Newkirk has established a dedicated assistance line that can be reached by calling 1-855-303-9773 (TTY/TTD: 711), Monday – Saturday from 9:00 a.m. – 9:00 p.m., Eastern Standard Time.