

Cain Brothers is pleased to announce

Blue Cross and Blue Shield of Louisiana acquires a majority stake of Vantage Holdings Inc.

August 29, 2019

Blue Cross and Blue Shield of Louisiana (“BCBSLA”) has acquired majority ownership of Vantage Holdings Inc. (“Vantage”), the parent company of Vantage Health Plan. The alliance will strengthen both organizations’ ability to improve health of Louisiana residents through increased access to affordable care, improved quality and an exceptional consumer experience. Following the transaction, Vantage will continue to run as a separate company with its existing management team and BCBSLA and Vantage will retain their own corporate products and brands.

BCBSLA, the state’s largest health insurer, was founded in 1934 and operates as a private mutual company. BCBSLA offers health insurance, including medical, dental, Medicare Advantage, and prescription drug coverage to individuals, families and employers.

Vantage is the parent company of Vantage Health Plan, Affinity Health Group and Monroe Surgical Hospital and is based in Monroe, LA. Vantage was formed over 20 years ago by physicians seeking to support the local community with the goal of improving healthcare and lowering cost for the local community.

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