



Recognized as one of Manitoba's Top Employer's, we are a homegrown, Manitoba-based health benefits provider with coverage that is one of the best in the industry. With the added advantage of a national network, we provide the utmost care for our members living both locally and out of province.



Who we are

As a not-for-profit organization, we put people and service first. Our bottom line is about the health and wellness of Manitobans. Our commitment to service is evident as the province's leading health benefits provider for over 45 years.

As an independent licensee of the Canadian Association of Blue Cross Plans and together with our subsidiary, Blue Cross Life, we provide health, dental, employee assistance, life, disability, wellness and travel coverage for over half a million people. Our personal and group plans fill the gap between government health plans and what Manitobans want and need.

Made in Manitoba



As a not-for-profit, every dollar made is reinvested back into our infrastructure, our people and our province with the goal of providing better care for our members, expanding our community impact and broadening our health care knowledge.

Roots in health care

While we were first approved to use the Blue Cross name and trademark in 1974, our roots go back to 1938. We evolved from The Manitoba Hospital Services Association, a non-profit, hospital-sponsored association that was the first to start offering hospital benefits in Manitoba on a prepaid basis.

