



Regence BlueShield is an Independent Licensee
of the Blue Cross and Blue Shield Association

Sample A. Sample
100 East Lancaster Ave.
Suite 100
Downingtown, PA 19335



- ▶ **Make sure you know how your Regence MedAdvantage (PPO) coverage is changing in 2010.** Carefully review the Annual Notice of Change (ANOC) information that you recently received from us.
- ▶ **If you have questions, or for more information on your 2010 benefits,** call Customer Service or register to attend a special member seminar.
- ▶ **You can feel good about staying with Regence BlueShield in 2010.** It means you'll have coverage from a stable, experienced company.

Dear Sample A. Sample,

Recently, we notified you of changes to your current Regence MedAdvantage (PPO) coverage, effective January 1, 2010. By now, we hope you've had time to review that information.

If you have questions about your benefit changes, please call Customer Service at 1-800-541-8981 (TTY users should call 711), 8 a.m. to 8 p.m., seven days a week from November 15, 2009 through March 1, 2010. After March 1, 2010, 8 a.m. to 8 p.m., Monday through Friday.

Regence BlueShield is also hosting special member seminars to take your benefits questions and help you better understand your coverage changes and options for 2010. Please call to reserve your place today. Call: 1-888-REGENCE (1-888-734-3623) (TTY users should call 711) from 8 a.m. to 5 p.m., Pacific time, Monday through Friday.

Benefits to help keep you healthy

In addition to medical coverage and prescription drug coverage (included in some plans), your Regence MedAdvantage (PPO) plan includes other benefits to help you manage your health, including:

- Benefits for **preventive dental care** with NO copayments or network restrictions. In 2010, Regence MedAdvantage (PPO) plans will pay up to \$500 for preventive dental care and you can use any dentist you want.
- Benefits for **eye glasses**. Your 2010 plan provides benefits for eye glasses every two years.
- Benefits for **routine eye exams** are included, too.
- Benefits for **preventive screenings** with no copays (unless provider bills an office visit).

(Over, please)

A strong, stable network of health care providers to serve you

As a long-standing, local company, Regence BlueShield has deep ties to the communities we serve. Our relationships with our network providers are strengthened by a mutual interest in improving the delivery of care for our members. This means you can receive care from a **large, stable network of health care providers** with the assurance of access to care.

The security of a local, reliable company behind your coverage

Regence BlueShield is part of The Regence Group — three million members strong, helping members be and stay healthy and provide support in time of need. Regence has been here for members more than 90 years. We are a nonprofit health care company, an Independent Licensee of the Blue Cross and Blue Shield Association, and proud to be Blue. The strength of the Blue Cross and Blue Shield brand is unsurpassed.

Member-only SAVINGS with the Regence Advantages Program

There are many value-added products and services available through the Regence Advantages discount program that are not insurance, but are offered in addition to your coverage – to help you take charge of your health and save money. You can enjoy **money-saving discounts on a fitness club membership for you and your family ... weight management programs ... hearing aids ... laser vision correction services ... a mail order contact lens discount program ...** and more. If you haven't looked into all this program offers you, there's no better time than now. Call us or visit our Web site to learn more.

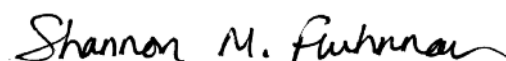
Value-added services – through myRegence.com – to help advise, navigate, and reward you in your health and wellness choices

Have you logged on yet to **myRegence.com**? It's where you can learn more about your health care options and benefits ... search for providers and facilities that best meet your needs ... join online wellness programs ... assess your own health with interactive tools ... and participate in the Regence Rewards incentive program. That's not all! With **myRegence.com**, you can find all of your health-related resources in one place, including claims information, fitness and nutrition tips, medication summaries and other helpful information to help you take charge of your health care costs.

Call Regence Medicare Customer Service for more information on your benefits at 1-800-541-8981 (TTY users should call 711), 8 a.m. to 8 p.m., seven days a week from November 15, 2009 through March 1, 2010. After March 1, 2010, 8 a.m. to 8 p.m., Monday through Friday. Please leave a message on Saturdays, Sundays and holidays, and we will return your call on the next business day.

For additional information attend one of our special member informational meetings. Reserve your seat now! Call toll-FREE 1-888-REGENCE (1-888-734-3623) (TTY users should call 711) Monday – Friday from 8 a.m. to 5 p.m., Pacific time.

Sincerely,



Shannon M. Fuhrman
Manager, Individual Sales

The benefit information provided herein is a brief summary, but not a comprehensive description of available benefits. Additional information about benefits is available to assist you in making a decision about your coverage. This is an advertisement; for more information contact the plan.

Regence MedAdvantage (PPO) is a health plan with a Medicare contract.



Regence

Regence BlueShield is an Independent Licensee
of the Blue Cross and Blue Shield Association

Here are the dates and locations of our member seminars.

Bellingham

November 9, 2009

Burlington

November 18, 2009

Centralia

November 5, 2009

Everett

November 4, 2009
November 16, 2009
November 23, 2009
December 1, 2009

Issaquah

November 6, 2009

Kirkland

November 5, 2009

Longview

November 5, 2009

Olympia

November 6, 2009

Seattle

November 3, 2009
November 10, 2009
November 16, 2009

Tacoma

November 10, 2009
November 18, 2009
December 1, 2009

Yakima

November 30, 2009

**Call 1-888-REGENCE (1-888-734-3623)
(TTY users should call 711)**

Monday - Friday from 8 a.m. to 5 p.m., Pacific time
to reserve your seat today!

Come and learn about your 2010 Regence MedAdvantage (PPO) coverage. A sales person will be present with information and applications. For accommodation of persons with special needs at sales meetings, call 1-888-REGENCE (1-888-734-3623), Monday - Friday, 8 a.m. to 5 p.m. TTY users should call 711.

Regence MedAdvantage (PPO) is a health plan with a Medicare contract.