



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

September 23, 2009

[Recipient Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear Group Administrator,

Thank you for choosing Regence as the provider of coverage for your employees and their families. We are dedicated to developing innovative products that address the changing needs of our members and the many challenges of the health care system. Beginning in 2007, Regence introduced a suite of health-focused plans that encourage members to lead healthier lives and empower them to become more engaged in making informed health care decisions. These plans were quickly embraced and today over 11,800 employers have enjoyed the value, ease of use and smooth transition to these products.

As a result we will be replacing older plans with Regence's health-focused plan options. Your current plan will no longer be available for your scheduled renewal effective January 1, 2010, however, you will be able to choose from one or more of the Regence's health-focused plans. You will receive more detailed information on your renewal options shortly.

By law, we are required to send communication to our members regarding this transition process at least 90 days prior to renewal. Please see the attached copy of the letter that will be sent to your enrolled employees. This is a notification letter and no action is required on their part at this time.

If you have questions regarding the new Regence health-focused plans, please talk to your broker or Regence sales representative. For the most up to date resources, provider information, and product details, visit our employer website www.wa.regence.com. We are glad you are a part of the Regence community, and we look forward to continuing to serve you in the future.

Sincerely,

Brady Cass
Director, Sales