



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

September xx, 2009

Ms. Jane Doe
1234 14th Street
Portland, OR 97214

Dear Regence Member,

As part of our continued effort to provide you with the highest quality health care coverage, we continually update our insurance plans to meet the changing needs of our members. As a result of this evaluation, your current plan will no longer be available for renewal on or after January 1, 2010 and will be replaced with one of Regence's innovative health-focused plans. Your employer has the option of choosing from one or more plans based on the needs of your company. No action is required on your part at this time.

With any Regence health-focused plan, you will receive the same quality and support that you experience with your current Regence plan. You will continue to save with our extensive networks of providers and have the security of having access to Blue Cross and/or Blue Shield Plan providers across the country and worldwide through the BlueCard[®] Program. You will also have access to the award winning myRegence.com, powered by the Regence Engine[®], an innovative Web-based benefit information and health community where you can search for providers, check claims status and research a vast array of health topics.

If you have questions, please talk to your benefits administrator. We are glad you are a member of the Regence community, and we look forward to continuing to serve you in the future.

Sincerely,

Bonnie Hass
Director, Customer Service