

Group Name
Group Admin
Group Address
City State

Dear []:

Thank you for choosing Regence as the carrier of choice for your employees and their families. We are committed to creating new products that address the varying needs of our members and the many challenges of the health care system. Regence has been transitioning our members over to our new suite of health focused plans since 2007. We are encouraged by the response we have received from our members. These plans center on promoting our members to lead healthier lives and allow them to become more connected in making educated choices involving their healthcare.

Our new plans allow for:

- *customer flexibility*
- *enhanced up front benefits*
- *personalized wellness programs*
- *tools to assist employees in making an educated choice about their health care*

To streamline the conversion process to your new plan(s) please:

- *Review & select plan(s) from the benefit rate pages or for additional plan options contact your Account Executive*
- *Please indicate on the Group Master Application form your choices*
- *Please complete and sign the Group Master Application by a duly authorized representative of the group*
- *A prepaid envelope is included for your convenience*
- *Please complete and returned 15 days prior to your renewal date*

To help you move through this transition we have setup two ways to address any questions and concerns you might have.

1.) A helpline at 1-888-396-3181, accessible Mondays, Wednesdays & Fridays beginning November 10th thru December from 9:00am to 11:30am & 1:00pm to 4:00pm.

2.) Please join one of our hosted webinars. For dates and times during November & December visit www.or.regence.com/employer/renewals2010 and attend a session Dial in at 1-888-278-0296 access code: 4765829

We look forward to continuing our partnership in the coming year. If you have questions or need additional information please contact Zack Fleischer, Associate Account Executive at 503-225-5132, email or_salesteam06@regence.com or your Agent.

Sincerely,



Zack Fleischer
Associate Account Executive

Enclosures