



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

Individual rates to change effective July 1

May 2009

RE: July Individual Renewal

Dear Valued Partner(s):

As you know, each year we evaluate our Individual plans to determine if a rate adjustment is necessary to cover the costs of providing health coverage and services for our members which help them maintain their health. It is important to us that members remain confident that we are providing the best overall value in utilizing the dollars they contribute to meet the health care needs of the community. After careful consideration, rates for our Individual plans will be increasing effective July 1, 2009.

In the Agent Journal you'll find your clients' renewal rates. To view member letters, FAQs and other materials to support you in helping your clients evaluate their options, please go to www.ut.regence.com/agent/communication.

Regence Individual plans continue to include access to a variety of programs for members designed to maximize your client's coverage, such as BlueCard[®] coverage with nationwide access, Regence Rx, Wellness Programs and **myRegence.com** among others. Choosing a health plan isn't just about comparing deductibles, benefits, and cost. It is about partnering with a health plan that provides real value – and that's Regence.

We value your partnership and appreciate your assistance in providing health care solutions in our community. For additional help, please call customer service at (801) 333-2100 or toll-free at (800) 624-6519, or the Agent Sales Support Line at (801) 333-5555 or toll-free (888) 246-1146.

Sincerely,

Matt Gibson
Manager, Individual Sales