



Innova & Engage Announcements

InnovaSM and EngageSM are receiving a positive market response!

Thanks to you and your clients who have shown us that these new plans meet an important need in our communities. We're excited about the enrollment results that are due largely to your belief in the value that these new self-managed products offer. We believe strongly in the flexibility, coverage and innovative design that are the hallmarks of Innova and Engage.

Podcasts and Webcasts are new on Agent Center!

Podcasts and Webinars that introduce Innova and Engage and their optional products are now available and provide additional training for you and your staff. You can access these resources on the Agent Center

Podcasts:

www.ut.regence.com/agent/productsAndPlans/Innova/InnovaAC.html

Forms Available in Spanish

If you are working with clients who have Latino employees and they are considering Innova or Engage, forms such as The Employee Application for Enrollment/Change form and the Employee Waiver form are available in Spanish on the Regence Web site.

Forms:

www.ut.regence.com/agent/formliterature/innova.html

2008 Group Rewards Program Live!

By selling Innova and Engage, you have the opportunity to earn a Jump Start Bonus. For qualifying new or renewing groups that elect an Innova or Engage plan, we'll say thank you with a little something extra. The ultimate reward is knowing that with self-managed plans, your clients can make health a priority. Innova and Engage can help them take charge of their health and our community's health care costs. You're an important part of that vision, and we want to recognize your role in its success.

How It Works

1. Regence will pay qualifying agents for each Innova or Engage group sold or renewed with an effective date of Nov. 1, 2007 through Dec. 31, 2008. You qualify for this program by selling a minimum of 25 Innova or Engage enrolled employees during the program period.
2. Once the qualification is met, Regence will issue a payment for each qualifying group based on the employees enrolled as of the end of the month from the group's effective date.
3. This is a one-time payment of \$20 per enrolled employee based upon initial group enrollment only.
4. Payments are made quarterly: November and December 2007 will be paid in January 2008; January – March 2008 will be paid in April 2008; April-June 2008 will be paid in July 2008; July – September 2008 will be paid in October 2008; and October – December 2008 will be paid in January 2009.

Who to contact with commission questions...

In order to better serve you, if you have commission questions, please use one of the following:

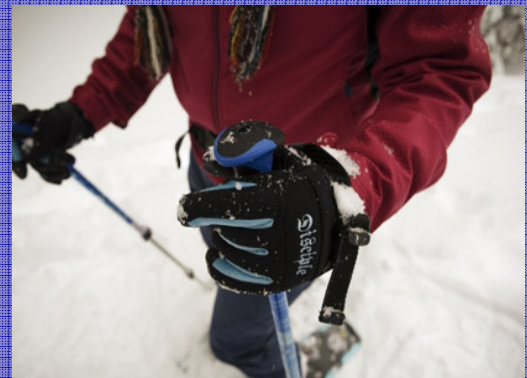
Email: or_agentdesk@regence.com

Call: 1-800-452-7278 ext 4962 or

503-225-4962

Employer Summits Begin...

We are holding employer summits in our offices. We will be going over the Regence Value Proposition and giving a demo of myRegence.com.



myRegence.com Wins Three Gold Awards from eHealthcare Strategy & Trends

Just two years after its inception, myRegence.com earned three gold awards at eHealthcare Strategy & Trends' 11th Annual Healthcare Internet Conference, against 1,100 competing health organizations in 12 categories.

The site was awarded gold status in three categories: Best Health/Healthcare Content, Best Site Design and Best Overall Internet Site.

myRegence.com is a one-step resource for members looking for tools and information designed to advise, navigate and reward them in their health care decisions.

"Making healthy choices can be a difficult task in our complex world," said Will McKinney, vice president of consumer directed health systems for Regence. "Our members value a trusted advisor that can offer reliable advice, help them live healthier lives and navigate the health care system. We firmly believe we're doing that with myRegence.com."

Regence met some tough competition, McKinney said, such as Johns Hopkins, Healthgrades, UCLA Health System, Sharp Healthcare, Mayo Clinic, Google, OHSU, Healthwise, Tenet Healthcare and CIGNA.

More than 1,100 entries into the contest were received from a wide range of health care organizations. Organizations competed against others of comparable type, size and resources in 12 different Award categories. The program, launched eight years ago, recognizes the very best Web sites of health care providers, health plans, health care associations, online health companies, pharmaceutical/medical equipment firms, suppliers, other health care organizations and business improvement initiatives. These awards highlight the Internet's role in achieving an organization's business objectives and recognize the hard work that has gone into creating outstanding health Web sites.

McKinney credited his team's diligence and dedication for the honors. "They have worked tirelessly to provide our members the type of experience they need to be participants in their own health care and health care decision making," McKinney said.

"With myRegence.com, we're helping to carry out our vision of value-driven health care," McKinney said, noting that the site offers members comprehensive, health-related information, including original health and lifestyle content, community message boards, cost and quality comparison tools, health programs, personal benefits and Rx information, and many other resources to help members take charge of their health.

The Web site is available to those with health insurance through Regence, which consists of Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (in Washington).

About Regence

Regence the largest health insurer in the Northwest/Intermountain Region, serving nearly three million members as Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (in Washington). Each plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit www.regence.com

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Member Feedback Feature Useful When Choosing Health Care

When determining who will care for our family, we all research for quality care. Searching for a specialist or a new physician can seem difficult due to a lack of information. So we often ask our friends, neighbors and coworkers about who treats their families. In fact, a recent survey of Regence members by an independent research firm concluded that 94 percent of the respondents wanted access to information about other individuals' experiences when making health care decisions.

Regence continues to create ways to develop and distribute quality care data to members, from members. The launch of the Member Feedback Feature is one of the many ways Regence is involving the consumer more in the health care decision-making process.

The Member Feedback Feature can be found at myRegence.com in the member's claims section. After a recent provider visit, members are asked to answer questions ranging from the friendliness of office staff to the ease of making an appointment. As of December 2007, a written comments section was also included. This March, numerical results will be available for member review and in April written comments will also become available.

While Regence is the first health insurance company to offer this type of feature in our region, other organizations nationwide have published this type of information.

Providing information to members in order for them to make more informed health care decisions is an important part of Regence's goal to transform health care.

New Agent/Product Training

Whether you are a new agent or just need a brush up on our products, these trainings are ideal for you.

Salt Lake City Office
Regence BlueCross BlueShield of Utah
2890 E Cottonwood Parkway
Salt Lake City

Group Meetings, 9:00 AM

- February 13
- March 12
- April 9
- May 14
- June 11
- July 9
- August 13
- September 10
- October 8
- November 12
- December 10

Individual Meetings, 9:00 AM:

- February 14
- March 13
- April 10
- May 8
- June 12
- July 10
- August 14
- September 11
- October 9
- November 13
- December 11

Please RSVP to the following:

Group RSVP-Amy Jenkins at
801-333-5577 or
amy.jenkins@regence.com

Individual RSVP-Sales Team at
801-333-5555 or
utah-ind-sales@regence.com