



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

P.O. Box 30270
Salt Lake City, UT 84130-0270

Dear Regence Member,

At Regence we understand that you have several options when selecting an insurance carrier, and we appreciate your membership. As you know, there have been a number of changes in state and federal health care regulations recently, and Regence is working to make all transitions as smooth as possible.

We would like to notify you of a change that will impact your new or recently renewed policy beginning September 23, 2010. Due to the new health care reform law, Regence has removed all annual dollar limits on specific covered services that are considered "essential health benefits."

What are "Essential Benefits?"

The health reform statute is very broad in defining essential benefits, and specific clarification on this component of the legislation is not anticipated from the U.S. Department of Health and Human Services (HHS) until late in 2011; therefore, Regence has decided to treat all benefits offered by Regence as "essential," except dental services and vision. Additionally, adoption benefits in Utah will not be classified as an essential benefit.

Annual Dollar Limits Removed on Essential Benefits

Regence removed annual dollar limits on specific essential benefits. To help stabilize any rate impact created by the removal of dollar limits, there is a \$2 million combined annual maximum benefit for all essential benefits and, on plans where it is feasible, we have changed some dollar limits to days or visits or increased the prescription medications deductible on some plans.

Information about your new contract is included with this notice, and reflects the change in benefits. A small number of Regence claims have been impacted by this change. Regence is working to reprocess them at this time.

Questions?

We understand you may have questions regarding this provision, and we invite you to visit the Frequently Asked Questions document on this issue on Regence.com at www.regence.com/annual-limit. However, please do not hesitate to contact your agent/producer or Regence Customer Service Representative at 888-367-2119 for more information.

Thank you for being a Regence member. We are here to serve you, and will continue to keep you updated on this issue.

Sincerely,

Joanne S. Gholston
Vice President, Customer Service

ENDORSEMENT TO YOUR INDIVIDUAL POLICY

This Endorsement makes certain changes to Your Regence Evolve CoreSM; PlusSM; HSASM; or HSA 100SM Policy as of **September 23, 2010**, or the date on which Your Policy becomes effective or renews with Us, whichever is later.

Regence BlueCross BlueShield of Utah agrees to provide Insureds the following benefits in accordance with and subject to the provisions, terms, conditions, limitations and exclusions set forth in this Endorsement and the Policy to which this Endorsement applies. If there is any inconsistency between this Endorsement and the Policy, the terms of this Endorsement will prevail.

To accomplish the above, the following changes are made to Your Policy:

ANNUAL MAXIMUM BENEFIT LIMIT

A \$2,000,000 annual Maximum Benefit limit has been added for all benefits, except for adoption benefits and dental or vision care, if included in Your Policy.

MAXIMUM BENEFIT LIMIT REMOVAL

All dollar Maximum Benefit limits have been removed, except for adoption benefits and dental or vision care, if included in Your Policy, or as otherwise revised to a visit/day Maximum Benefit, as specified below.

Exception for the Evolve Core and Plus Policies only: The dollar Maximum Benefit limit for Upfront Benefits for Outpatient Laboratory and Radiology Services shall be retained.

MAXIMUM BENEFIT LIMIT REVISION

The existing dollar Maximum Benefit limit has been revised to a visit/day limit, per Insured per Calendar Year, for the following specified benefits:

- Rehabilitation Services:
 - five inpatient days
 - 30 outpatient visits

PRESCRIPTION MEDICATIONS DEDUCTIBLE INCREASE

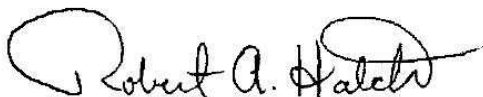
This revision only affects the Evolve Core Policy.

The Prescription Medications Deductible has been increased, as follows:

- \$3,750

All other terms and conditions of the Policy remain unchanged.

IN WITNESS WHEREOF, We, by Our duly authorized officer, have executed this Endorsement.



Robert A. Hatch
President
Regence BlueCross BlueShield of Utah