



PO Box 30270
SALT LAKE CITY, UT 84130-0270

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

June, 2011

Dear :

We appreciate that you've chosen Regence for your Medigap coverage, and we're glad to have the opportunity to provide you with quality health care coverage and customer service.

We recognize that you pay for your medical coverage out of your own pocket, which impacts you today more than ever. That's why we wanted to let you know right away that your Medigap premium will increase on August 1, 2011. You can see your new premium on the back of this letter.

If you do not already do so, you can save time now by paying your monthly premium electronically via Surepay (automatic bank withdrawal), or by paying quarterly, semi-annually or annually by mail. If your payment is handled through Surepay, the new premium amount will be deducted from your account. For more Surepay information call Customer Service at 1 (888) 319-4181.

Our goal, as always, is to provide you with quality service while doing our best to manage costs. The increasing costs of health care are a challenge that we're all facing together. We're committed to providing programs that offer you ways to stay healthy and manage your health care costs, including online tools and information. For example, take a look at www.myRegence.com. On this secure members-only Web site, you can see your claims history, search for providers, store your personal health records and learn about health conditions and prescription drugs. Free access to this site comes with your Regence membership.

If you have any questions or would like to learn about other coverage options, please contact your insurance producer (agent), or call Regence Customer Service at 1 (888) 319-4181. Our hours are Monday through Friday from 6:00 a.m. to 6:00 p.m., Mountain Time.

Sincerely,

Joanne Gholston
Vice President, Customer Service

CONTRACT ENDORSEMENT
Your 2011 Medigap member rate

Subscriber #: 999999999

Group #: 999999999

Plan Name:

Insurance Producer (Agent):

Effective August 1, 2011, Regence will make the following changes to your individual contract:

The new monthly premium rate is: \$

PLEASE KEEP THIS ENDORSEMENT WITH YOUR CONTRACT