

## Sample Letters



### 10 – 20 Year Letters:

May, 2009

<<Group Contact>>  
<<Group Name>>  
<<Address>>

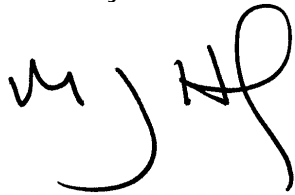
Dear <<Group Contact>>,

Thank you for being a loyal Regence customer for <<Anniversary>> years! In a time when customer loyalty is often taken for granted, we want to let you know how much we appreciate your business. To acknowledge your continued confidence in selecting us as your health plan, we would like to award you a certificate of our gratitude.

We offer your employees and their covered family members access to a wide range of resources designed to help them improve and maintain their health. Tools such as **myRegence.com** are vital components in arming our members with the information and motivation necessary to encourage healthier lifestyles. We hope you and your employees will take the opportunity to use **myRegence.com** to make more-informed health care decisions. You will find a lot of opportunities to get healthy and be rewarded at **myRegence.com**. All you need to do is log on and click "Register Now" to get started and learn more!

Thank you again for allowing us to serve you and your employees. We look forward to partnering with you for many years to come.

Sincerely,



M. Jonathan Hensley  
President

## Sample Letters



### 25 + Letters:

May, 2009

<<Group Contact>>  
<<Group Name>>  
<<Address>>

Dear <<Group Contact>>,

Thank you for being a loyal Regence customer for <<Anniversary>> years! In a time when customer loyalty is often taken for granted, we want to let you know how much we appreciate your business. To acknowledge your continued confidence in selecting us as your health plan, we would like to award you a certificate of our gratitude and donate \$100 in your name to the non-profit organization of your choice. Please make your selection on the enclosed form and return in the postage-paid envelope.

We offer your employees and their covered family members access to a wide range of resources designed to help them improve and maintain their health. Tools such as **myRegence.com** are vital components in arming our members with the information and motivation necessary to encourage healthier lifestyles. We hope you and your employees will take the opportunity to use **myRegence.com** to make more-informed health care decisions. You will find a lot of opportunities to get healthy and be rewarded at **myRegence.com**. All you need to do is log on and click "Register Now" to get started and learn more!

Thank you again for allowing us to serve you and your employees. We look forward to partnering with you for many years to come.

Sincerely,

M. Jonathan Hensley  
President