

Sample Letter



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

Dear ---

Thank you for choosing Regence as the provider of health care coverage for your employees and their families. Providing services that earn your trust is the highest priority for our team.

As a Regence customer you have access to a wide range of tools, services and resources that make administering your group's benefits faster and easier--which puts you in charge of your valuable time.

Outlined below are a few of the many benefits available through Regence. Visit our Web site to find more information.

Regence Employer Center puts employee enrollment just a click away. Our online service features have been designed with flexibility and convenience in mind so that managing your employees' health coverage is easier and faster than ever. These features provide a variety of options that give you:

- > greater control over the enrollment process (eEnroll)
- > easy billing management (eBill)
- > access to benefit booklets and summaries
- > access to the Group Administrator Manual

The Employer Center can save you time and give you more—more information and more options. The end result will be fast information, available in one place, that you can sort, filter and extract any way that works best for you.

myRegence.com powered by the Regence Engine[®], is your complete source of health and wellness information. And it's simple to understand. So whether you or your employees want to get started on an exercise program, need tips on eating healthier, or just want to know if we've paid your claim, **myRegence.com** provides the information and resources you need to make more informed decisions about your health. Go to **myRegence.com** to view claims status, review benefits and communicate with other members of the Regence community.

Each member has the opportunity to earn rewards for using **myRegence.com**. Similar to earning frequent flyer miles, members can elect to participate in programs to improve health, earning points redeemable for gift certificates to hundreds of popular stores, theaters and restaurants.

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To help you and your employees take advantage of the great tools and resources available to you, I would like to schedule a personal on-site demonstration of these services. I can help you establish your secure employer center account, answer questions about eEnroll and eBill, and help your employees register for and use **myRegence.com**.

As you consider this invitation, please feel free to contact me with any questions. You can reach me directly at (999) 999-9999 or at **xxjones@regence.com**. Otherwise, I will follow up with you over the next couple of weeks to schedule a convenient time for your demonstration.

Thanks again for partnering with Regence for the health care coverage needs of your employees and their families. I look forward to working with you.

Sincerely,

Associate Account Executive, Regence BlueShield
(999) 999-9999
xxperson@regence.com