

<DATE>

Dear <GROUP NAME>,

Are health care costs an issue for you and your employees? If you're like most employers in the United States, it's a big issue. The rising cost of health care is something that affects everyone. It's a complex problem with few clear answers. But what we all do know for sure is that something needs to change.

That's why I'm pleased to tell you that choosing Regence <PLAN NAME> will help change health care. And this Regence plan will not only change health care—it can save money, improve care and change lives.

Maybe you've seen or heard Regence's TV or radio ads. In all that Regence does, they're urging our community to take charge of their health. But Regence doesn't just encourage change. They're taking it even further by helping their members navigate the health care system with resources, incentives and rewards. Doing so enables their members to take charge of their health so that together we can change health care in our community.

From innovative products to interactive resources that help their members get involved in their own health care, Regence is working to offer members ways to make informed decisions about their care and the cost of that care. They also have product designs and programs that make employers an equally important player in this take charge mission. All of their products, resources and incentives are designed to work together to give employers an integrated product offering that works for their budgets, their employees and their futures.

I encourage you to give me a call to talk about the great opportunities Regence has for you and your employees. I've seen a lot of products and advertising in my time as <a broker OR an agent>, but I'm really excited about the commitment, energy and innovation that Regence is bringing to this mission. I think this is a great time to join this movement, as what Regence is doing will change our community. Let's talk about how you can join Regence today.

Give me a call at <PHONE NUMBER>. I look forward to helping you learn more about the opportunities and services Regence has to offer you.

Sincerely,

<SIGNATURE BLOCK>