



**BlueCross BlueShield
of Illinois**

April 28, 2005

Producer News

Statewide HSA Seminars a Success!

Over 400 producers recently attended a series of seminars introducing our new BlueEdge HSA compatible products. Those in attendance learned more about:

- Our new BlueEdge products
- The benefits of HSA accounts
- The benefits of a Mellon Financial HSA account
- How it's easier to do business with BCBSIL

In addition to speakers from BCBSIL, a recognized authority on HSAs and a representative from Mellon spoke at each event. Overwhelmingly positive feedback was received from producers who attended and as a result, we are planning additional seminars on various topics. A copy of the BlueEdge HSA presentation can be found online at www.bcbsil.com/dmagents. Look for information on the upcoming seminars in the months ahead.

Reminder: \$100 Bonus for New HSA Sales

Sell 20 HSA policies and receive \$2,000 in addition to your recently increased commission! To complement the introduction of our new BlueEdge products, we're offering a \$100 bonus for each BlueEdgeSM Individual HSA and BlueEdgeSM Individual HSA 5000 policy that is issued and paid. Applications must be submitted prior to **August 1, 2005**. Plan changes and replacement policies are excluded from this bonus. Since becoming effective April 1, the sales of our new HSAs have been exceptionally strong with the Blue Edge Individual HSA 5000 having been especially well received.

E-Mail Registration

If you didn't receive this information via e-mail and would like to have future communications sent electronically, please send us an e-mail at is_support@bcbsil.com. Be sure to include your name, producer i.d. number, telephone number and e-mail address.

