



**BlueCross BlueShield  
of Illinois**

## **New Products Are Now Available For Producers!**

Beginning today, October 6, 2004, we are expanding our Individual/Family Under-65 portfolio to include more affordable products for your clients.

### **Choose From Four Cost Savings Options:**

Two new products have added cost sharing -

- SelectBlue Advantage® - clients can save as much as 10%
- BlueValue Advantage® - clients can save as much as 10%

Two new products utilize the BlueChoice® network to further reduce cost -

- BlueChoice® Select - clients can save as much as 19%
- BlueChoice® Value - clients can save as much as 18%

Please review the BlueChoice network carefully because it is a subset of the much larger PPO network.

### **For Immediate Selling,**

- Go to our Web site, [www.bcbsil.com/dmagents](http://www.bcbsil.com/dmagents) to print and order supplies, including manual rates, which are provided in:  
Individual and Family Health Insurance Rate Book – Form # 30048
- A copy of the new materials, including the rate book are being mailed to Producers who have actively sold at least one Under-65 product in the last 12 months.
- The new Illustration Software will be available for download on the web on Monday, October 18, 2004. We will notify you via FAST FAX upon its availability.

One of our goals is to communicate with our Producer community as quickly and efficiently as possible. In the future, we plan on using e-mail as our primary channel of communication. Therefore, if you haven't already provided us your e-mail address, please e-mail [ISSupport@bcbsil.com](mailto:ISSupport@bcbsil.com) with your Producer ID, phone number and your preferred email address.

Contact your Marketing Consultant or General Agent with any questions.

We look forward to receiving your first case!

#### **CONSUMER MARKETS**

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association