

NEW Medicare Supplement plans ★ Broker cycle guide ★ Effective June 1, 2010

New fitness benefit ★

Affordable rates ★

Savings programs ★


Competitive commissions ★



more from 

We're packing more value
into our new portfolio of
Medicare Supplement plans!

An Independent Member of the Blue Shield Association MSP#37302 (4/10)

blue of california 

6300 Canoga Avenue
Woodland Hills, CA 91367



What's new for June 2010

Effective June 1, there are new standard plans that all carriers can offer. We've taken this as an opportunity to make additional changes that make our new portfolio of plans easier to sell than ever!

Blue Shield's broad plan offerings

We will offer plans A, C, D, F, and K. These plans include the most popular of the Medicare Supplement Plans and represent a wide spectrum of plan types to satisfy your clients' needs. See page 10 for a general overview of how all Medicare Supplement plans will be changing.

Introducing SilverSneakers!

Our Medicare Supplement plans pack more value than ever with the addition of a basic gym membership through the SilverSneakers benefit at no additional cost. Your clients can "Get Fit, Have Fun, and Make Friends" with an exercise program designed exclusively for older adults. The SilverSneakers benefit will be available to all new members as of June 1, 2010.

We will also be making this benefit available to existing members of the standard Medicare Supplement Plans closing on May 31.* For existing members, the benefit will be effective May 31, 2010.



Three improvements to our rating structures

1. **Rating regions** – We're increasing the number of rating regions from six (6) to nine (9) for all plans sold effective June 1, 2010. This will allow us increased flexibility to offer more competitive rates in selected areas.
2. **Age-bands** – The number of age bands will expand from six (6) to twelve (12) so that member rates will increase in a less dramatic, more manageable fashion from year to year.
3. **Tobacco rates** – A separate set of rates will be introduced for tobacco users for all new June 1, 2010 Medicare Supplement plans. Tobacco rates will apply to new members who go through underwriting and indicate that they regularly use tobacco.

* This benefit is not available to members of plans that were closed prior to May 31, 2010.

Advantages of Blue Shield

Now more than ever, your clients are placing a high value on cost savings and on a company that has the stability, service, and reliability that Blue Shield offers. Here is a wide array of reasons that should make us your clients' first choice for their Medicare Supplement plan provider.

Welcome to Medicare Rate Savings

Do you have clients who are new to Medicare? With Blue Shield, they can save \$10 each month on their Medicare Supplement plan rates if they are new to Medicare Part B. We offer \$10 savings* each month for the first 12 months on all Medicare Supplement plan rates for qualifying subscribers. That's up to \$120 in savings!

To qualify, your client must be age 65 or older, and Blue Shield must receive the application within six months of the date your client first enrolled for benefits under Medicare Part B. Savings will be effective for the first 12 months.* And, your clients can still take advantage of our two-party rates and Easy\$PaySM payment for additional rate savings.

Easy\$Pay

Your clients can save \$2 per month by paying their monthly dues through automatic checking or savings account debits.* If your clients haven't signed up for Easy\$Pay yet, now is the time to tell them how they can save up to an extra \$24 per year!

Two-party enrollment*

Your clients with spouses or domestic partners may be eligible to save on their combined monthly dues with our two-party rates. Two-party rates are based on the age of the older member, and both members must be age 65 or older and enrolled in the same plan type. Check out our two-party rate sheets to see if you can help your clients save.†

* Savings due to increased efficiencies from administering Medicare Supplement plans under this program/service are passed on to the subscriber. Two-party rates and Easy\$Pay discounts do not apply to Plan K.

† Two-party rates are not available if tobacco rates apply.

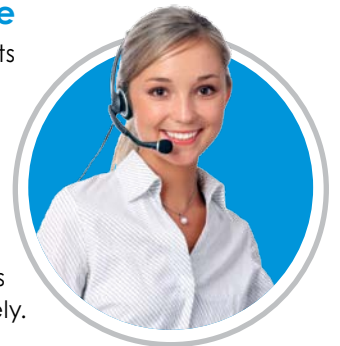
Over 70 years of serving Californians

As a not-for-profit health plan, Blue Shield of California is guided by its mission and values to provide Californians with access to quality healthcare coverage at an affordable price. As fellow Californians, we understand the unique needs of your clients and offer several types of health plans designed to meet those needs.

Established in 1939, we are a time-tested financially sound company that you and your clients can count on. In 2008, Blue Shield received "A" financial strength ratings from Standard & Poor's and AM Best. Blue Shield covers more than 2 million members with individual and employer group plans throughout California.

Exemplary customer service

You can rest assured that your clients will receive the highest level of customer service when they choose our Medicare Supplement plans. Our customer service team ensures that every member receives top-notch, personalized attention, and that all questions and concerns are addressed quickly and accurately.



Guided imagery audiotapes and CDs

Guided imagery can help reduce your client's anxiety level before surgery and possibly help speed recovery. Guided imagery audiotapes and CDs are available to Blue Shield members facing surgery.

Medicare Supplement plan rates

We're redefining our rating regions increasing their number from six (6) to nine (9) for all plans sold, effective June 1, 2010. This will allow us greater flexibility to offer more competitive rates in selected areas.

Remember, your clients can save an additional \$2 per month from the rates below by signing up for Easy\$Pay. If they qualify for the Welcome to Medicare Rate Savings program, they can save an additional \$10 per month.¹

Region 1: Los Angeles (except for ZIP codes 91711, 91759, 91765, 91766, 91767, 93535, 93544, 93563, and 93591)

Region 2: Orange County

Region 3: San Diego, Sonoma, Kern, and San Bernardino counties and the following ZIP codes in Los Angeles County: 91711, 91759, 91765, 91766, 91767, 93535, 93544, 93563, and 93591

Region 4: Ventura and Riverside counties

Region 5: San Joaquin, Stanislaus, and Santa Barbara counties

Region 6: Inyo, Kings, Lake, and Lassen counties

Region 7: Alameda, Contra Costa, Napa, Siskiyou, and Yolo counties

Region 8: Alpine, Butte, Del Norte, Fresno, Glenn, Humboldt, Imperial, Madera, Mariposa, Mendocino, Merced, Modoc, Mono, Monterey, Nevada, Placer, Plumas, San Benito, San Francisco, San Luis Obispo, San Mateo, Santa Clara, Santa Cruz, Shasta, Sierra, Solano, Sutter, Trinity, Tulare, Tuolumne, and Yuba counties

Region 9: Amador, Calaveras, Colusa, El Dorado, Marin, Sacramento, and Tehama counties

Single-party rates (effective June 1, 2010)

We are increasing the number of age bands from six (6) to twelve (12) so that member rate increases will occur in a less dramatic, more manageable fashion from year to year.

Region 1	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$109	\$149	\$127	\$160	\$71
	67-68	\$115	\$156	\$133	\$168	\$74
	69-70	\$126	\$171	\$146	\$185	\$81
	71-72	\$145	\$197	\$168	\$212	\$93
	73-74	\$166	\$226	\$192	\$244	\$107
	75-76	\$183	\$249	\$212	\$268	\$118
	77-78	\$199	\$271	\$230	\$292	\$128
	79-80	\$213	\$290	\$247	\$312	\$137
	81-82	\$226	\$307	\$261	\$331	\$145
	83-84	\$237	\$322	\$274	\$347	\$152
	85 and over	\$248	\$338	\$288	\$365	\$160
	Under 65	\$559	\$761	\$648	\$821	\$359
Region 2	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$109	\$149	\$127	\$160	\$71
	67-68	\$115	\$156	\$133	\$168	\$74
	69-70	\$126	\$171	\$146	\$185	\$81
	71-72	\$145	\$197	\$168	\$212	\$93
	73-74	\$166	\$226	\$192	\$244	\$107
	75-76	\$183	\$249	\$212	\$268	\$118
	77-78	\$199	\$271	\$230	\$292	\$128
	79-80	\$213	\$290	\$247	\$312	\$137
	81-82	\$226	\$307	\$261	\$331	\$145
	83-84	\$237	\$322	\$274	\$347	\$152
	85 and over	\$248	\$338	\$288	\$365	\$160
	Under 65	\$559	\$761	\$648	\$821	\$359

Region 3	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$95	\$129	\$110	\$139	\$61
	67-68	\$99	\$135	\$115	\$145	\$64
	69-70	\$109	\$148	\$126	\$160	\$71
	71-72	\$125	\$170	\$145	\$184	\$81
	73-74	\$144	\$196	\$167	\$211	\$93
	75-76	\$158	\$215	\$183	\$232	\$102
	77-78	\$172	\$234	\$199	\$253	\$111
	79-80	\$184	\$251	\$213	\$270	\$119
	81-82	\$195	\$266	\$226	\$286	\$126
	83-84	\$205	\$279	\$237	\$300	\$132
	85 and over	\$215	\$293	\$249	\$315	\$138
	Under 65	\$483	\$658	\$560	\$710	\$311

Region 4	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$105	\$142	\$121	\$153	\$68
	67-68	\$110	\$149	\$127	\$161	\$71
	69-70	\$121	\$164	\$140	\$177	\$78
	71-72	\$139	\$188	\$160	\$203	\$89
	73-74	\$159	\$216	\$184	\$233	\$103
	75-76	\$175	\$238	\$202	\$256	\$113
	77-78	\$190	\$259	\$221	\$279	\$123
	79-80	\$204	\$277	\$236	\$299	\$131
	81-82	\$216	\$294	\$250	\$317	\$139
	83-84	\$226	\$308	\$262	\$332	\$146
	85 and over	\$238	\$324	\$275	\$349	\$153
	Under 65	\$535	\$728	\$619	\$785	\$343

Region 5	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$85	\$120	\$99	\$130	\$55
	67-68	\$90	\$126	\$104	\$136	\$58
	69-70	\$98	\$133	\$114	\$144	\$64
	71-72	\$113	\$153	\$131	\$165	\$73
	73-74	\$130	\$176	\$150	\$190	\$84
	75-76	\$142	\$194	\$165	\$209	\$92
	77-78	\$155	\$211	\$179	\$227	\$100
	79-80	\$166	\$225	\$192	\$243	\$107
	81-82	\$176	\$239	\$203	\$257	\$113
	83-84	\$184	\$251	\$213	\$270	\$119
	85 and over	\$193	\$263	\$224	\$284	\$125
	Under 65	\$435	\$592	\$504	\$638	\$279

Region 6	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$138	\$188	\$160	\$202	\$89
	67-68	\$145	\$197	\$168	\$212	\$93
	69-70	\$159	\$216	\$184	\$233	\$103
	71-72	\$183	\$249	\$212	\$268	\$118
	73-74	\$210	\$286	\$243	\$308	\$135
	75-76	\$231	\$314	\$267	\$339	\$149
	77-78	\$251	\$342	\$291	\$369	\$162
	79-80	\$269	\$366	\$312	\$395	\$173
	81-82	\$285	\$388	\$330	\$418	\$183
	83-84	\$299	\$407	\$347	\$439	\$192
	85 and over	\$314	\$428	\$364	\$461	\$202
	Under 65	\$707	\$963	\$819	\$1,039	\$454

Single-party rates (effective June 1, 2010)

Region 7	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$104	\$134	\$120	\$143	\$67
	67-68	\$109	\$144	\$126	\$155	\$71
	69-70	\$120	\$163	\$139	\$176	\$78
	71-72	\$138	\$187	\$159	\$202	\$89
	73-74	\$158	\$215	\$183	\$232	\$102
	75-76	\$174	\$237	\$201	\$255	\$112
	77-78	\$189	\$258	\$219	\$278	\$122
	79-80	\$203	\$276	\$235	\$297	\$130
	81-82	\$215	\$292	\$249	\$315	\$138
	83-84	\$225	\$307	\$261	\$331	\$145
	85 and over	\$236	\$322	\$274	\$347	\$152
	Under 65	\$532	\$725	\$616	\$781	\$342
Region 8	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$89	\$120	\$103	\$130	\$57
	67-68	\$93	\$126	\$108	\$136	\$60
	69-70	\$102	\$139	\$118	\$150	\$66
	71-72	\$117	\$159	\$136	\$172	\$76
	73-74	\$135	\$183	\$156	\$197	\$87
	75-76	\$148	\$201	\$171	\$217	\$96
	77-78	\$161	\$219	\$187	\$236	\$104
	79-80	\$172	\$235	\$200	\$253	\$111
	81-82	\$183	\$249	\$212	\$268	\$118
	83-84	\$192	\$261	\$222	\$281	\$124
	85 and over	\$201	\$274	\$233	\$295	\$130
	Under 65	\$452	\$616	\$524	\$664	\$291
Region 9	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$79	\$112	\$92	\$121	\$51
	67-68	\$83	\$117	\$96	\$128	\$54
	69-70	\$91	\$124	\$106	\$134	\$59
	71-72	\$105	\$142	\$121	\$153	\$68
	73-74	\$120	\$164	\$139	\$176	\$78
	75-76	\$132	\$180	\$153	\$194	\$85
	77-78	\$144	\$196	\$167	\$211	\$93
	79-80	\$154	\$209	\$178	\$226	\$99
	81-82	\$163	\$222	\$189	\$239	\$105
	83-84	\$171	\$233	\$198	\$251	\$110
	85 and over	\$180	\$244	\$208	\$263	\$116
	Under 65	\$404	\$550	\$468	\$593	\$259

Two-party rates (effective June 1, 2010)

Region 1	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$212	\$292	\$248	\$314	N/A
	67-68	\$205	\$287	\$241	\$311	N/A
	69-70	\$227	\$317	\$267	\$345	N/A
	71-72	\$265	\$369	\$311	\$399	N/A
	73-74	\$307	\$427	\$359	\$463	N/A
	75-76	\$341	\$473	\$399	\$511	N/A
	77-78	\$373	\$517	\$435	\$559	N/A
	79-80	\$401	\$555	\$469	\$599	N/A
	81-82	\$427	\$589	\$497	\$637	N/A
	83-84	\$449	\$619	\$523	\$669	N/A
	85 and over	\$471	\$651	\$551	\$705	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 2	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$212	\$292	\$248	\$314	N/A
	67-68	\$205	\$287	\$241	\$311	N/A
	69-70	\$227	\$317	\$267	\$345	N/A
	71-72	\$265	\$369	\$311	\$399	N/A
	73-74	\$307	\$427	\$359	\$463	N/A
	75-76	\$341	\$473	\$399	\$511	N/A
	77-78	\$373	\$517	\$435	\$559	N/A
	79-80	\$401	\$555	\$469	\$599	N/A
	81-82	\$427	\$589	\$497	\$637	N/A
	83-84	\$449	\$619	\$523	\$669	N/A
	85 and over	\$471	\$651	\$551	\$705	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 3	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$184	\$252	\$214	\$272	N/A
	67-68	\$173	\$245	\$205	\$265	N/A
	69-70	\$193	\$271	\$227	\$295	N/A
	71-72	\$225	\$315	\$265	\$343	N/A
	73-74	\$263	\$367	\$309	\$397	N/A
	75-76	\$291	\$405	\$341	\$439	N/A
	77-78	\$319	\$443	\$373	\$481	N/A
	79-80	\$343	\$477	\$401	\$515	N/A
	81-82	\$365	\$507	\$427	\$547	N/A
	83-84	\$385	\$533	\$449	\$575	N/A
	85 and over	\$405	\$561	\$473	\$605	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 4	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$204	\$278	\$236	\$300	N/A
	67-68	\$195	\$273	\$229	\$297	N/A
	69-70	\$217	\$303	\$255	\$329	N/A
	71-72	\$253	\$351	\$295	\$381	N/A
	73-74	\$293	\$407	\$343	\$441	N/A
	75-76	\$325	\$451	\$379	\$487	N/A
	77-78	\$355	\$493	\$417	\$533	N/A
	79-80	\$383	\$529	\$447	\$573	N/A
	81-82	\$407	\$563	\$475	\$609	N/A
	83-84	\$427	\$591	\$499	\$639	N/A
	85 and over	\$451	\$623	\$525	\$673	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A

Two-party rates (effective 6/1/2010)

Region 5	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$164	\$234	\$192	\$254	N/A
	67-68	\$155	\$227	\$183	\$247	N/A
	69-70	\$171	\$241	\$203	\$263	N/A
	71-72	\$201	\$281	\$237	\$305	N/A
	73-74	\$235	\$327	\$275	\$355	N/A
	75-76	\$259	\$363	\$305	\$393	N/A
	77-78	\$285	\$397	\$333	\$429	N/A
	79-80	\$307	\$425	\$359	\$461	N/A
	81-82	\$327	\$453	\$381	\$489	N/A
	83-84	\$343	\$477	\$401	\$515	N/A
	85 and over	\$361	\$501	\$423	\$543	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 6	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$270	\$370	\$314	\$398	N/A
	67-68	\$265	\$369	\$311	\$399	N/A
	69-70	\$293	\$407	\$343	\$441	N/A
	71-72	\$341	\$473	\$399	\$511	N/A
	73-74	\$395	\$547	\$461	\$591	N/A
	75-76	\$437	\$603	\$509	\$653	N/A
	77-78	\$477	\$659	\$557	\$713	N/A
	79-80	\$513	\$707	\$599	\$765	N/A
	81-82	\$545	\$751	\$635	\$811	N/A
	83-84	\$573	\$789	\$669	\$853	N/A
	85 and over	\$603	\$831	\$703	\$897	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 7	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$202	\$262	\$234	\$280	N/A
	67-68	\$193	\$263	\$227	\$285	N/A
	69-70	\$215	\$301	\$253	\$327	N/A
	71-72	\$251	\$349	\$293	\$379	N/A
	73-74	\$291	\$405	\$341	\$439	N/A
	75-76	\$323	\$449	\$377	\$485	N/A
	77-78	\$353	\$491	\$413	\$531	N/A
	79-80	\$381	\$527	\$445	\$569	N/A
	81-82	\$405	\$559	\$473	\$605	N/A
	83-84	\$425	\$589	\$497	\$637	N/A
	85 and over	\$447	\$619	\$523	\$669	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A

Region 8	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$172	\$234	\$200	\$254	N/A
	67-68	\$161	\$227	\$191	\$247	N/A
	69-70	\$179	\$253	\$211	\$275	N/A
	71-72	\$209	\$293	\$247	\$319	N/A
	73-74	\$245	\$341	\$287	\$369	N/A
	75-76	\$271	\$377	\$317	\$409	N/A
	77-78	\$297	\$413	\$349	\$447	N/A
	79-80	\$319	\$445	\$375	\$481	N/A
	81-82	\$341	\$473	\$399	\$511	N/A
	83-84	\$359	\$497	\$419	\$537	N/A
	85 and over	\$377	\$523	\$441	\$565	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A
Region 9	Age	Plan A	Plan C	Plan D	Plan F	Plan K
	65-66	\$152	\$218	\$178	\$236	N/A
	67-68	\$141	\$209	\$167	\$231	N/A
	69-70	\$157	\$223	\$187	\$243	N/A
	71-72	\$185	\$259	\$217	\$281	N/A
	73-74	\$215	\$303	\$253	\$327	N/A
	75-76	\$239	\$335	\$281	\$363	N/A
	77-78	\$263	\$367	\$309	\$397	N/A
	79-80	\$283	\$393	\$331	\$427	N/A
	81-82	\$301	\$419	\$353	\$453	N/A
	83-84	\$317	\$441	\$371	\$477	N/A
	85 and over	\$335	\$463	\$391	\$501	N/A
	Under 65	N/A	N/A	N/A	N/A	N/A

Tobacco rates* (single party)

(effective June 1, 2010)

Rates for subscribers who go through underwriting because they are not eligible for guaranteed acceptance and are regular tobacco users will be approximately 20% higher than the single-party rates listed here.

You can view the exact rates in our *Medicare Supplement Summary of Benefits* or by downloading a rate sheet from Producer Connection or by calling Producer Services to have a rate sheet sent to you.

*Two-party rates are not available if tobacco rates apply.

Dental PPO plan rates

There will be no change to the Dental PPO plan rates in June 2010.

Blue Shield dental rates

	Dental PPO 1000	Dental PPO 1500
Individual	\$32.00	\$40.20
Two-party ²	\$64.00	\$80.40

1 Savings due to increased efficiencies from administering Medicare Supplement plans under this program/service are passed on to the subscriber. Two-party rates and Easy\$Pay discounts do not apply to Plan K.

2 If you are enrolled in a Medicare Supplement plan with a two-party contract, you may enjoy the convenience of a single bill and lower rates for you and your spouse/domestic partner. Keep the same convenience when you choose your dental plan by matching your dental plan enrollment with your Medicare Supplement plan enrollment. You and your spouse/domestic partner need to select and both enroll in the same dental PPO plan in order to receive one bill that combines Medicare Supplement Plan and dental PPO plan rates. If only one of you wants to enroll in a dental PPO plan, or if you each want different dental PPO plans, your two-party contract for the Medicare Supplement plan will be affected. In order to enroll in the dental PPO plans in this way, you will need to change your two-party contract and rate to individual contracts and single-party rates.

Overview of the June 1, 2010 Medicare Supplement plans

The Medicare Improvements for Patients and Providers Act of 2008 (MIPPA) passed on July 15, 2008, enacts new changes to Medicare Supplement standardized plans beginning June 1, 2010.

The June 1, 2010 Medicare Supplement plans differ from the current standard plans in the following ways:

- At-home recovery and non-Medicare covered preventive-care benefits are removed
- Hospice care is added to the basic (core) benefits
- Part B excess charges coverage is increased from 80% to 100% for Plan G
- Plans E, H, I, and J are no longer offered
- Plans M and N are introduced, offering higher cost-sharing with lower premiums

Comparison chart of the 10 Medicare Supplement plans

Plans in the shaded columns are offered by Blue Shield of California.

A	B	C	D	F	F ¹	G	K	L	M	N
Basic, including 100% Part B coinsurance	Basic, including 100% Part B coinsurance	Basic, including 100% Part B coinsurance	Basic, including 100% Part B coinsurance	Basic, including 100% Part B coinsurance*		Basic, including 100% Part B coinsurance	Hospitalization and preventive care paid at 100%; other basic benefits paid at 75%	Hospitalization and preventive care paid at 100%; other basic benefits paid at 75%	Basic, including 100% Part B coinsurance	Basic, including 100% Part B coinsurance, except up to \$20 copayment for office visit, and up to \$50 copayment for ER
		Skilled nursing facility co-insurance	Skilled nursing facility co-insurance	Skilled nursing facility co-insurance		Skilled nursing facility co-insurance	Skilled nursing facility co-insurance	Skilled nursing facility co-insurance	Skilled nursing facility co-insurance	Skilled nursing facility co-insurance
	Part A deductible	Part A deductible	Part A deductible	Part A deductible		Part A deductible	50% Part A deductible	75% Part A deductible	50% Part A deductible	Part A deductible
		Part B deductible		Part B deductible						
				Part B excess (100%)	Part B excess (100%)					
		Foreign travel emergency	Foreign travel emergency	Foreign travel emergency	Foreign travel emergency				Foreign travel emergency	Foreign travel emergency
							Calendar-year maximum copayment \$4,620; paid at 100% after maximum reached	Calendar-year maximum copayment \$2,310; paid at 100% after maximum reached		
Silver-Sneakers Fitness Program ²		Silver-Sneakers Fitness Program ²	Silver-Sneakers Fitness Program ²	Silver-Sneakers Fitness Program ²			Silver-Sneakers Fitness Program ²			

1 Plans F also has an option called High-Deductible Plan F. Blue Shield does not offer High-Deductible Plan F.

2 The SilverSneakers Fitness Program benefit is a Blue Shield benefit and is not offered by every carrier.

Blue Shield discount programs*

We want to help your clients feel their best, so we offer a wide range of convenient discounts that can help them save money and get (and stay) healthier. These discounts are not Medicare Supplement plan benefits, but are available automatically to all Blue Shield of California members.



Hearing-aid discounts*

As a Blue Shield member, your clients are eligible for a 30% discount on hearing aids purchased from our contracted provider, Newport Audiology.

- \$0 charge for office visit (includes hearing-aid evaluation, cleaning, and adjustment)
- 30% discount on hearing aids, which come with:
 - Unlimited adaptation and counseling visits
 - Two-year warranty, covering loss and damage
 - Two-year supply of batteries per hearing aid purchased, and in-office servicing for the life of the hearing aid
- Discounts on other products and services

Vision care discounts

Members save 20% on a wide range of products and services, including eyeglass frames, lenses, and tints.

Alternative Health Services Discount Program*

If you think your clients might benefit from acupuncture, chiropractic, or massage therapy, be sure to remind them that as Blue Shield members, they're eligible for 25% savings on these services when they see one of our contracted wellness providers. The MylifepathSM Alternative Health Services Discount Program* is offered by American Specialty Health Networks Inc. (ASH Networks). ASH Networks has a broad network of screened, credentialed providers who offer comprehensive, convenient, and flexible complementary healthcare services.

Savings on drugstore.com and Weight Watchers

1 The network of practitioners and facilities in the discount programs are managed by the external program administrators identified below, including any screening and credentialing of providers. Blue Shield does not review the services provided by discount program providers for medical necessity or efficacy. Nor does Blue Shield make any recommendations, representations, claims, or guarantees regarding the practitioners, their availability, fees, services, or products.

Some services offered through the discount program may already be included as part of the Blue Shield health plan covered benefits. Members should access those covered services prior to using the discount program.

Members who are not satisfied with products or services received from the discount program may use the Blue Shield grievance process described in the Grievance Process section of the *Evidence of Coverage and Health Service Agreement*. Blue Shield reserves the right to terminate this program at any time without notice.

Discount programs administered by or arranged through independent companies:

- Alternative Health Services Discount Program – American Specialty Health Networks of California Inc. (ASH Networks)
- Discount Vision Program – MES Vision
- Weight control – Weight Watchers North America
- LASIK and PRK – Laser Eye Care of California LLC
- Health products (excluding prescription drugs) – drugstore.com inc.



What's new for June 2010

The good news for your clients is that their current plan does not change, and there's nothing they need to do for June 1. As long as they continue to pay their plan dues, they are guaranteed renewal in their plan.

Introducing SilverSneakers!

As mentioned in the Growing Your Business section, our Medicare Supplement plans now pack more value than ever with the addition of a basic gym membership through the SilverSneakers benefit at no additional cost. Your clients can Get Fit, Have Fun and Make Friends with an exercise program designed exclusively for older adults. The SilverSneakers benefit will be available to all existing members in the standard Medicare Supplement plans closing on May 31.*



Medicare Supplement transfer rules

We hope your clients will continue to be happy with their current plan. Should they choose to transfer during their annual open enrollment period to a plan that better meets their needs, you can use the chart below to help them determine whether they'll be able to transfer with or without underwriting. To better serve your clients currently enrolled in Plan K, we do allow transfers to Plan A without underwriting, even though Plan A is not of equal or lesser value to Plan K.

How to transfer

During your client's annual open enrollment period

Transfers to plans of equal or lesser value, which require no underwriting, can be completed by using our easy-to-use Transfer Application (MSP15571-LO).

Outside the client's annual open enrollment period

Members must be approved by our underwriting department. Members must complete the Medicare Supplement Enrollment Application (C12687-LO).

You can download these forms at blueshieldca.com/producer/medeligible/enroll.jhtml. Enrollment and transfer applications should be submitted by mail to:

Attn: Medicare Supplement Department
Blue Shield of California
P.O. Box 3008
Lodi, CA 95241-1912

Or by fax to: (209) 367-6391

* This benefit is not available to members of plans that were closed prior to May 31, 2010.

Transfer rules matrix and key:

Free – Members can transfer between these open plans without underwriting approval during their annual open enrollment guaranteed acceptance period.

Apply – Member's application must be approved by underwriting for transfer between these plans.

Transfer options for subscribers in 2010 Standardized Plans

Subscriber's Current 2010 Standardized Plan	Blue Shield's 2010 Standardized Plans				
	Plan K	Plan A	Plan D	Plan C	Plan F
Plan F High Deductible	Apply	Apply	Apply	Apply	Apply
Plan K	N/A	Free	Apply	Apply	Apply
Plan A	Free	N/A	Apply	Apply	Apply
Plan L	Free	Free	Apply	Apply	Apply
Plan N	Free	Free	Apply	Apply	Apply
Plan M	Free	Free	Apply	Apply	Apply
Plan B	Free	Free	Apply	Apply	Apply
Plan D	Free	Free	N/A	Apply	Apply
Plan G	Free	Free	Free	Apply	Apply
Plan C	Free	Free	Free	N/A	Apply
Plan F	Free	Free	Free	Free	N/A

Transfer options for Subscribers in 1990 Standardized or Pre-Standardized Closed Plans*

Subscriber's Current 1990 Standardized or Pre-Standardized Closed Plan	Blue Shield's 2010 Standardized Plans				
	Plan K	Plan A	Plan D	Plan C	Plan F
Plan F High Deductible	Apply	Apply	Apply	Apply	Apply
Plan J High Deductible	Apply	Apply	Apply	Apply	Apply
Plan K	Free	Free	Apply	Apply	Apply
Plan A	Free	Free	Apply	Apply	Apply
Plan L	Free	Free	Apply	Apply	Apply
Plan B	Free	Free	Apply	Apply	Apply
Plan H (no Rx)	Free	Free	Free	Apply	Apply
Plan D	Free	Free	Free	Apply	Apply
Plan G	Free	Free	Free	Apply	Apply
Plan E	Free	Free	Free	Apply	Apply
Plan I (no Rx)	Free	Free	Free	Apply	Apply
Plan C	Free	Free	Free	Free	Apply
Plan F	Free	Free	Free	Free	Free
Plan J	Free	Free	Free	Free	Free
Plan H (with Rx)	Free	Free	Free	Free	Free
Plan I (with Rx)	Free	Free	Free	Free	Free
Pre-Standardized Plans*	Free	Free	Free	Free	Free

* Pre-Standardized Plans include Blue Shield's pre-standardized Plans, as well as other carriers' pre-standardized plans.

What's new for our Dental PPO plans?

More cleanings for dental plan members

Good news for your clients enrolled in one of our Dental PPO plans. Beginning June 1, we will be adding a third teeth cleaning per year. Currently, members are allowed one teeth cleaning every six (6) months, and we are increasing that to one teeth cleaning every four (4) months. Another reason for your Blue Shield clients to smile.

We have also changed our claims submission policy for our Dental PPO plans. Effective June 1, 2010, all claims for reimbursement must be submitted to a Dental Plan Administrator within one year after the month of service. A Dental Plan Administrator will notify your client of its determination within 30 days after receipt of the claim.

Next steps

1. Order updated kits

We have updated our presale materials with our new plan offerings. Be sure to use these kits going forward and discard older materials.

To order the updated materials, just call Producer Services at (800) 559-5905, or log on to blueshieldca.com/producer and select Tools: Order Materials.

The new standard presale kit, titled **MedSupp-LO/PDP (4/10)**, contains the following materials:

1. Summary of Benefits
2. Application
3. Guide to Health Insurance for People With Medicare
4. Notice to Applicant Regarding Replacement of Coverage
5. Automatic Payment brochure
6. Guaranteed Acceptance Guide
7. Dental Options for Medicare Supplement Subscribers flier
8. Part D Medicare Rx Plan enrollment kit

An alternative version, without the Part D Medicare Rx Plan enrollment kit, is also available for order. It's titled **MedSupp-LO/SA (4/10)**.

And finally, our Medicare Supplement Plans at a Glance brochure also has been updated, and is available for order. The part number is MSP15573-LO.

2. Sell and earn!

Earn 20% commissions on first-year rates and 10% on renewal rates in subsequent years, while providing your clients with coverage that will have them thanking you for years.

3. Get the support you need

For your convenience, here are some of the ways you and your clients can contact us to ask questions or obtain materials.



E-mail



Phone



Fax

Address

For producers

	E-mail	Phone	Fax	Address
New Medicare Supplement applications – submissions				
Transfer applications – submissions	msinstall@blueshieldca.com	(800) 559-5905	(209) 367-6391	Attn: Medicare Supplement Dept. Blue Shield of California P.O. Box 3008 Lodi, CA 95241-1912
Pending information – submissions				
Dental applications – submissions for existing Medicare Supplement plan subscribers		(800) 837-4206	(209) 367-6490	Attn: IFP I&M Dental Team Blue Shield of California P.O. Box 3008 Lodi, CA 95241
<ul style="list-style-type: none"> • Application status • Dues payment information • Product information • Written correspondence • Commission information/ issues 	ProducerServices@blueshieldca.com	(800) 559-5905 Mon. to Thurs.: 8 a.m. to 6 p.m. Friday: 9 a.m. to 5 p.m. Automated information available after business hours	(209) 367-6489	Blue Shield of California Attn: Producer Services P.O. Box 2630 Lodi, CA 95241-1912

Key contacts for subscribers

Medicare Supplement Customer Services and claims/benefits	(800) 248-2341
Dental Customer Services	(888) 679-8928
Health Insurance Counseling and Advocacy Program (HICAP): HICAP provides health insurance counseling for California senior citizens. Call the HICAP toll-free number for a referral to the local HICAP office. HICAP is a service provided free of charge by the state of California.	(800) 434-0222

SilverSneakers is a registered mark of Healthways, Inc.

Blue Shield and the Shield symbol are registered marks of the BlueCross BlueShield Association, an association of independent Blue Cross and Blue Shield plans.

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Dear Valued Broker,

Our all-new Medicare Supplement plan portfolio offers your clients the affordable coverage they want, plus newly offered benefits and plan changes that give your clients more for their money!

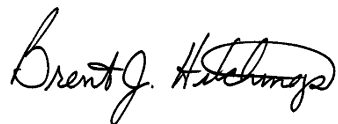
In this guide you'll learn about both our new plans, and what we've done to pack them with new and enhanced features like:

- Competitive rates and a variety of savings that may allow your clients to stretch their healthcare dollars.
- A valued gym membership through SilverSneakers® to help your clients stay in shape through regular exercise, at no additional cost.
- Changes to our rating structures to help you attain and keep clients.
- As always, the strength, security, and expertise Blue Shield has developed by serving Californians for more than 70 years! Our local customer service and dedication to covering Californians gives your clients the support they want.

Additionally, we've expanded the preventive dental benefits for Medicare Supplement plan members in our Dental PPO plans. Healthier teeth means happier clients.

Discover how you can grow your book of business with our new packed portfolio of Blue Shield Medicare Supplement Plans today!

Sincerely,



Vice President, Broker Sales
Individual, Small Group,
and Government Business