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FEBRUARY 15, 2010

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News Flash

URGENT
NEWS
FOR YOU...

Anthem Blue Cross Blue Shield and its affiliated HMOs to Include MyHealth Advantage Effective April 1, 2010

During these tough economic times, Anthem Blue Cross Blue Shield and its affiliated HMOs are giving clients something to smile about. In April 2010, Anthem's 360° Health[®] MyHealth Advantage program will be automatically included* for all Fully Insured groups.

As insurance costs continue to rise, we anticipate that this added program* may help retain existing clients and attract new ones.

MyHealth Advantage uses member claims data to identify gaps in care and cost savings opportunities and then sends a confidential, personalized [MyHealth Note](#) to members alerting them of changes they can make to better comply with medical best practices. To find out more about MyHealth Advantage, view the [Fully Insured Sales Slick](#) or read the [FAQ's](#). Eligible members will receive a [mailer](#) alerting them that they now have the program and could receive a MyHealth Note if a health opportunity is identified.

Better health. Fewer costs. That's what Anthem 360° Health is all about.

** As a reminder, because this is a program and not a benefit, it can be changed or discontinued at any time.*

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602 South Jefferson Street Roanoke, VA 24011 USA

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