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Anthem  **Advisor Update**

IN THIS
 ISSUE...

REMINDER: Please Join Us for an Online Broker Training Discussion

We'll introduce two new PPO buy-down options, pharmacy plans and other important changes coming July 1, 2009!

Effective July 1, 2009, we will introduce two new buy-down options for the 2 to 99 group market segment. The first is an option to increase the in-network out-of-pocket maximum (currently available in the 100+ market segment only). This new option will provide flexibility for our small group customers who want to reduce cost by making a few changes to the benefit design while maintaining a lower-end PPO copay product for a PPO deductible product.

We're also introducing new pharmacy plans and some new ways to promote our mail service pharmacy. Want to hear more about these products and more changes coming July 1, 2009?

Please join us for a training webinar on Thursday, April 2 at 2 p.m., or Wednesday, April 8 at 10 a.m. To join either webinar, no registration is necessary. Just use the link and follow the instructions below.

Attendee URL: <https://www.livemeeting.com/cc/wellpointinc/join?id=ABCVA&role=attend>
 Meeting ID: ABCVA

Leave Meeting ID blank

Enter e-mail and company name

Phone # = Toll free: +1 (866) 308-0254

Participant code: 1032369656

FIRST TIME YOU'VE EVER USED LIVE MEETING? To save time before the meeting, please check your computer system to make sure it is compatible with Microsoft Office Live Meeting: <http://go.microsoft.com/fwlink/?linkid=52354>

UNABLE TO ATTEND? Don't worry. The online session will be recorded for playback later. Watch your email for details on how to access the recorded session.

Watch Your Email for Upcoming Registration

Our Regional Broker Meetings are Just Around the Corner!

Be on the lookout for upcoming registration for Anthem Blue Cross and Blue Shield's Regional Broker Meetings in May. The theme of this year's meetings is to show Anthem's advantages in the marketplace. The format will be different from previous meetings, as we will not have a "General" session. Instead, we have planned an Open House format, so you can come and go at your leisure. The new format will include exhibitor booths and two concurrent presentations given four times during the day. Lunch will be provided from 11 a.m. to 1 p.m.

Below are the dates and locations of the four regional meetings.

- May 5: Western Region, Roanoke Plaza Hotel, Roanoke
- May 7: Mid-Atlantic Region, Hilton Garden Inn, Fairfax
- May 12: Eastern Region, Founders Inn, Virginia Beach
- May 14: Central Region, Richmond Sheraton West, Richmond

Meetings in each region start at 10 a.m. and end at 3 p.m. Stay tuned for more details, coming soon to your email inbox.

[Upcoming Online Broker Training on Group Product Changes](#)

[May Regional Broker Meetings. Watch Your Email for Registration!](#)

[Mark Your Calendar for CE Training](#)

[Our FedEx Kinko's Discount Can Save You Money](#)

[360 Health Update](#)

Mark Your Calendar Now for 2009 CE Training

Stay tuned to your email for more details to come later:

Date / Region	Location
Tuesday July 14, 2009 Mid-Atlantic	Hilton Garden Inn - Fairfax 3950 Fair Ridge Drive Fairfax VA 22033 (703) 385-7774
Thursday July 16, 2009	Holiday Inn - Roanoke 3315 Ordway Drive NW

Western	Roanoke VA 24017 (540) 362-4500
Tuesday July 28, 2009 Eastern	The Founders Inn 5641 Indian River Road Virginia Beach, VA 23464 1-800-926-4466
Thursday July 30, 2009 Central	Holiday Inn - Select Koger South Conference Center 1021 Koger Center Blvd. Richmond, VA 23235 (804) 379-3800

With the Economy Lagging, Every Discount Counts

At Anthem Blue Cross and Blue Shield, we'd like to remind you that our discount is your discount. Awhile ago, we made it possible to share with you a significant discount on print services through our preferred vendor, **FedEx Kinko's**. Our discount is still your discount. And now with a recession underway, every discount can help improve your bottom line.

You can apply our **discount** to a variety of printing and production services, including single-sided black and white or full color copies, at more than 1,700 FedEx Kinko's locations **anywhere** in the world. The chart provides a snapshot of the savings:

Service	Discounted Price	List Price
Black & white copies	2.6¢ per side	10¢ per side
Full color copies	35¢ per side	59¢ per side
Full color copies double-sided	70¢	\$1.20
Other production services like binding, finishing, signs, banners and laminating	15% off list price	Varies by service type

How does the discount work? It's easy. FedEx Kinko's assigns a **National Discount Number** for you to use. All you do is give this discount number when you pay for print services at any FedEx Kinko's location. Your discount will automatically be applied. It's that simple.

Click [here](#) for your National Discount Number card. Print it and cut out the card. Keep the number handy, as you can't receive your discount unless you present this account number every time you order print services at FedEx Kinko's.

We're pleased to pass on to you the significant savings we enjoy on print services through FedEx Kinko's. We hope you'll agree that this is just one more way **Anthem** makes doing business with us easier than ever before.

360° Health Update

360° Health® provides our members with the resources, guidance and support to help improve their health, make more informed health care decisions, and ultimately get the most value from their health care dollars. Recently, we've refreshed the website, made it more intuitive and created separate landing pages targeted for members, brokers and employers to use. Click [HERE](#) to read more about 360° Health. Also, please visit the site at www.anthem.com.

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