

PRODUCER UPDATE



BlueCross BlueShield of Illinois

300 East Randolph Street • Chicago, Illinois, 60601

To: All COUNTRY Insurance and Financial Services Agents
From: Producer Marketing
Subject: Important Product Updates

New ID cards to be delivered to under-65 members

Current members with our under-65 individual health insurance plans, who have prescription drug coverage, will receive new identification cards at the end of November. These new cards are being issued to show the name of the new Pharmacy Benefit Manager: Prime Therapeutics. Members will need to show their new card to the pharmacy for the first prescription or refill obtained in 2005.

SelectBlue® Drug Card Members to receive Notification

SelectBlue drug card members will receive notification of the following changes to their copayment at the end of November:

- A copayment increase from \$0 to \$10 for Generic Drugs
- Members will be charged two (2) times their copayment for Home Delivery orders

These changes are effective January 1, 2005 and are being implemented as part of a cost sharing initiative.

The enclosed SelectBlue mailer has been updated to reflect this change. Visit our Web site at www.bcbsil.com/country to print or order additional mailers. We are in the process of updating the salespack.

Rate Changes For Children's Policies

Rates will change on The Children's Major Medical Plan and Children's Alternative Plan, effective 1/1/2005. The new rates for new and existing business are shown below.

Children's Major Medical

Age	2004 Monthly Rate	2005 Monthly Rate
1-5	\$130.00	\$137.50
6-14	\$110.00	\$116.50
15-19	\$170.00	\$180.50

The Children's Alternative

Age	2004 Monthly Rate	2005 Monthly Rate
1-5	\$58.50	\$62.00
6-14	\$46.00	\$48.50
15-19	\$75.50	\$80.00

Revised Children's prospecting mailers have been enclosed for your convenience. Again, please visit our Web site at www.bcbsil.com/country to print or order additional materials. We are also in the process of updating the Children's salespacks. They will be available the first week of December.

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We appreciate your efforts to promote and sell our portfolio of products, and we're pleased to introduce new plans that can help you achieve even greater sales success. Remember, when it comes to a choice of products tailored to the under-65 individual health insurance markets, there's only one name you need to know: Blue Cross and Blue Shield of Illinois!

Thank you for your business.



William Trees, CLU, ChFC, RHU, REBC
Producer Marketing Executive

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