

# I need to know about the new products.

## Introducing our new Blue Spectrum<sup>SM</sup> Products

We are excited to provide a spectrum of new products to expand your BlueCross selling power and competitiveness.

On May 1, 2008, you may begin quoting Business Blue<sup>SM</sup> Complete (formerly Preferred Blue<sup>®</sup>), Business Blue<sup>SM</sup> Secure and Business Blue<sup>SM</sup> High Deductible Health Plans (HDHPs) with an effective date of June 1. You may only quote for Business Blue Secure if you have completed either the classroom or Web-based training.

If you were unable to attend the classroom agent training, you may complete your training via the Web on LMS. To access LMS, log into My Business Manager<sup>SMt</sup> on our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com). Then click on the "Learning Management System" link.

These Blue Spectrum brochures are now available on COIN for you to order and download.

You can locate the Business Blue Complete (formerly Preferred Blue) brochure on COIN by entering *12962M* in the search field, the Business Blue Secure brochure by entering *12960M* and the Business Blue HDHP brochure by entering *12961M*.

BlueCross will continue to expand the Blue Spectrum product line later this year.

If you have any questions, please contact your marketing representative.

