

# Group & Individual Marketing News Bulletin



**BlueCross BlueShield  
of South Carolina**

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an Association of Independent Blue Cross and Blue Shield Plans.



## ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com).

## NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to [grpandindv@bcbsc.com](mailto:grpandindv@bcbsc.com).

## ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com), and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

## QUESTIONS?

Contact your marketing representative if you have questions.

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## New Business Blue<sup>SM</sup> Dual Options

BlueCross BlueShield of South Carolina offers even more options for your clients with our new Business Blue plans! The dual option is now available with any of the Business Blue plans.

This is a great way to help your clients provide affordable coverage. Groups with seven or more enrolled employees can offer the choice of any two of these product lines:

- Business Blue<sup>SM</sup> Complete
- Business Blue<sup>SM</sup> Secure
- Business Blue<sup>SM</sup> High Deductible Health Plan (HDHP)

For example, pair a Business Blue Complete plan with Business Blue Secure, or pair a Business Blue HDHP with either Business Blue Complete or Business Blue Secure. Two plans from the same product line cannot be selected.

Please note, when Business Blue Complete is selected with the dual option, the \$250 and \$500 deductible and 90/70 benefit level are not available.

With the introduction of additional Business Blue plans later in the summer, groups will have even more plans to offer with the dual option.

Please contact your marketing representative to learn how the dual option can benefit your groups!