

Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina
is an independent licensee of the
Blue Cross and Blue Shield Association



ARCHIVES

You may access marketing bulletins from 2001 to present in the *Agent* portion of our Web site, 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@bcssc.com.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at www.SouthCarolinaBlues.com, and select *Agent*. Then, select "Order Supplies" under *Forms*.

QUESTIONS?

Contact your marketing representative at 800-288-2227 ext. 42328 if you have questions.

September 30, 2009

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Under 65 Rate Increase

New rates effective November 1

Effective November 1, we will raise the premiums on our Under 65 products for current and new individual members. New rates are available on Accel-A-RateSM. The rate increase will be 7 or 8 percent for most members.

We will send letters informing members of their premium increases the last week of September. As an added benefit for the majority of members, these letters will include quotes for alternate plans with lower premiums. The alternate plans will have similar benefits to the member's current plan. We are dedicated to ensuring our members continue to receive the best possible coverage at the rate that best suits their budgets. If a member would like to renew his or her current plan at the new premium rate, no action is necessary. If a member would like to switch to one of the alternate plans, he or she can fill out a form at the end of the letter and return it to BlueCross by fax or mail. Members can also call BlueCross directly to make a change. In all letters, members are strongly encouraged to contact their agents to discuss their options. We have included the name and telephone number of the member's agent in each letter.

For members who currently use our monthly bank draft option, we will contact their banks to make the necessary changes.

We will be mailing rate books shortly. You will also be able to download a copy of our new rate books on COIN immediately. We have one rate book (product number 13071) that includes rates for Personal BlueSM, Personal BlueSM Secure, Personal BlueSM Basic and Personal BlueSM HDHP. Personal True BlueSM will continue to have a stand-alone rate sheet (product number 13070).