



I-20 @ Alpine Road
Columbia, SC 29219

March 17, 2008

SUBJECT: Act Today to Improve Patient Safety and Enhance Your Liability Protection

Dear Physician,

You need fast, reliable information about patient safety issues. BlueCross BlueShield of South Carolina encourages you to consider enrolling in a new, free service to help improve patient safety and your liability protection. BlueCross supports the work done by medical liability carriers, the U.S. Food and Drug Administration (FDA) and various medical societies to bring this free service to you — the Health Care Notification Network (HCNN).

The iHealth Alliance, a non-profit organization, operates the HCNN. The iHealth Alliance's governance is comprised of representatives from the American Medical Association, the FDA, and several medical and health care societies. The iHealth Alliance controls HCNN's privacy policy. E-mail addresses will not be sold or distributed.

When the FDA mandates important, product-related patient safety alerts, the HCNN will deliver them to you via a secure, dedicated, online network. You will receive these messages instead of the current paper format. If you don't open a message within 24 hours, however, then the message will automatically be mailed to you.

Sign up for the HCNN and you'll enjoy these benefits:

1. It's free! It is **only** used for patient safety notices. (No advertising or sales data.)
2. It's much faster and more efficient than current paper-based delivery of patient safety alerts. Delays in delivery can increase your liability.
3. You can designate other office staff members to receive the same online alerts to make it easier for patient follow-up, when necessary.
4. You can opt out at any time.

We recommend all physicians in our network enroll today in the HCNN and receive their FDA-related patient safety alerts online. Please go to <http://www.hcnn.net> and enter your basic demographic information, including your preferred e-mail address. This process will take less than two minutes.

- Your HCNN User ID will be the primary e-mail address you provide.
- You will choose a password when you receive your first e-mail from the HCNN.

We support the HCNN because we believe that more rapid and focused delivery of FDA-mandated product recalls and warnings have the potential to reduce malpractice claims. The FDA and other HCNN partners have contacted us asking for our help in enrolling our physicians into an online network for patient safety notices.

You can learn more about the HCNN at www.hcnn.net. Thank you for taking this important step and working with us to enhance patient safety and improve liability protection.

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