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Media Contact:

Lee Tucker Therriault
(206) 332-6205 – office
lee.therriault@regence.com

Regence Expands MedAdvantage Market, Hits the Road to Educate Seniors
*Medicare beneficiaries can learn more about coverage options
that also include Part D prescription plan*

SEATTLE – During the annual election period for Medicare, Regence is ramping up its efforts to educate Medicare beneficiaries about their options. New this year is the expanded availability of MedAdvantage products in a total of 18 counties across the state.

Regence MedAdvantage is now available in Clallam, Columbia, Cowlitz, Island, Klickitat, King, Kitsap, Lewis, Pierce, San Juan, Skagit, Skamania, Snohomish, Thurston, Whatcom, Wahkiakum, Walla Walla and Yakima counties.

MedAdvantage is a PPO that Regence offers as part of the federal Medicare Advantage program. Regence MedAdvantage provides richer benefits than Original Medicare, which include a large PPO network with assured access, lower out-of-pocket costs and routine vision. Regence offers Medicare beneficiaries a suite of options, including Medicare Supplements, Medicare Advantage and Part D prescription plans. Regence MedAdvantage is one of the most popular products in this portfolio.

The annual election period for Medicare runs from November 15 to December 31, 2007, offering Medicare beneficiaries the chance to sign up for the first time or switch to a new plan. Regence will conduct a series of free seminars throughout the state, where Medicare beneficiaries can learn more about MedAdvantage and Medicare Part D, have their questions answered and receive assistance with enrollment.

Regence's decision to expand its service area for MedAdvantage represents the company's continued commitment to serving the needs of Medicare beneficiaries with products and services that meet their needs for choice, affordability and access.

“We've been with Medicare since the beginning so we recognize the value of a product like Regence MedAdvantage, which delivers a high return for our beneficiaries' health care dollar,” said Cary Badger, vice president of Market Development for Regence. “Our decision to make Regence MedAdvantage available to more of our community reflects our members' high level of satisfaction with this product.”

With Regence MedAdvantage, seniors benefit from a large PPO network with assured access, no referrals to a specialist, a flat \$5 co-payment for in-network office visits, low out-of-pocket costs, a \$500 dental benefit for routine preventive care and a 24-hour nurse hotline. The Regence Advantages program also offers savings on things like Beltone hearing aids and the Jenny Craig weight management program.

Regence will hold educational seminars throughout Washington in December. Registration is required. Medicare beneficiaries may call 1-888-REGENCE (1-888-734-3623) or visit www.regence.com for more information or to register for a seminar. TTY users may call 1-800-382-1003.

A full schedule of upcoming seminars can be found online at <http://www.wa.regence.com/docs/medicare2008/medAdvantageSeminar.pdf>.

Some upcoming seminars include, but are not limited to, the following:

Tuesday, Dec. 18, 1 – 3 p.m.
Providence Centralia Hospital (Classroom)
914 South Scheuber Rd., **Centralia**

Thursday, Dec. 13, 11:30 a.m. – 1:30 p.m.
Don's Homestead Restaurant
808 East Simcoe Drive, **Goldendale**

Wednesday, Dec. 12, 2:30 – 4:30 p.m.
The Monticello Hotel
1405 17th Avenue, **Longview**

Thursday, Dec. 13, 9:30 – 11:30 a.m.
Elmer's Restaurant
1425 W. Pine Street, **Walla Walla**

About Regence BlueShield

Regence BlueShield is a leading health plan in Washington with more than one million members, offering health, life and dental insurance. We are the largest health insurer in the Northwest / Intermountain Region, serving nearly three million members as Regence BlueShield (in Washington), Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield of Idaho. Each plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit www.regence.com.

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