



Regence

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For Immediate Release

July 29, 2008

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Regence e-cards can trigger vital health conversations with friends, family

Online videos sound a lighthearted note on awkward topics

PORTLAND, Ore. — Sometimes the simplest of conversations with loved ones – especially when it comes to health care – are the most difficult.

Regence is making those types of communications easier. The health insurance company has launched a Web site that enables consumers to send customized video cards to friends and family about health-related topics.

The video cards are part of Regence’s “Join the Conversation” campaign, which stresses the importance of people sharing information and knowledge with others and ultimately becoming healthier, more empowered consumers.

“It can be difficult to approach a friend or family member and say, ‘You could benefit from a little more exercise’” Nelson Pratt, vice president of Marketing for Regence, said. “We’re helping people start some important conversation with people they care about. We’re using this unique video card technology to bridge awkward moments.”

The Web site (myregenceecard.com) offers a series of humorous and poignant videos on topics such as weight loss, smoking, encouragement for new parents – even colonoscopies – that allow people to connect with others about health topics in a non-threatening, lighthearted way. And the video cards can be customized with the recipient’s name (or nickname) so they feel more personal.

Pratt points out the video cards are not intended to replace personal conversations. “Instead of jumping right into this kind of conversation, someone could send a personalized video card to break the ice,” he said. “We think the subsequent ‘hey, did you get my e-card about getting your cholesterol checked’ conversation will become much easier.”

To date, more than 16,000 unique visitors have logged on to the site, and approximately 900 video cards have been sent. All six of the choices have been popular, with the colonoscopy video card having been sent the most.

The site works in conjunction with Regence's member site, **myRegence.com**, and can be used by any web user, not just Regence members. Once a card is viewed, the recipient can find additional resources available about the topic on the Web site. They can also send cards on to others.

“Everyone knows someone who needs some encouraging words or a friendly nudge toward better health, Regence video health cards are perfect for starting that conversation,” said Pratt. “It will get them, their friends and family talking about healthy living. This is one of the ways people can help participate in reinventing how people think about health care.”

To send a Regence video card, simply log on to **myregenceecard.com**.

About Regence

Regence is the largest health insurer in the Northwest / Intermountain Region, offering health, life and dental insurance. Regence serves three million members as Regence BlueShield (in Washington), Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield of Idaho. Each health 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 regence.com.

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