



MASSACHUSETTS

Identification No.:

S A M P L E

Dear

We are writing to let you know that the health care coverage you have been receiving through your college, university, or institute is about to or has ended.

If you have already contacted us to discuss continuing your health care coverage, thank you. If you have not contacted us, please do so as soon as possible, as you may be eligible to continue your coverage with us by joining one of our Direct Pay plans. With these plans, you can get the health coverage you need for a lower cost than you might have thought possible.

If you are interested in more information about our Direct Pay plans, please call a member of our Sales Team at **1-800-422-3545**, Monday through Friday, from 8:00 a.m. to 5:00 p.m., or visit us online at **[www.bluecrossma.com/getblue](http://www.bluecrossma.com/getblue)**. By law, our Direct Pay plans are available only to individuals who live in Massachusetts. If you live out-of-state, call Member Services at **1-800-822-2700** and we can assist you in obtaining information from the Blue Cross or Blue Shield office in your state to find out what plans are available.

You can learn more about non-group insurance in Massachusetts by visiting the Massachusetts Division of Insurance website at [www.mass.gov](http://www.mass.gov).

We hope you will continue with Blue Cross Blue Shield of Massachusetts, and we look forward to serving your health care needs well into the future.

Sincerely,

A handwritten signature in cursive script that reads "Lynn A. Bowman".

Lynn A. Bowman  
Vice President  
Member and Provider Service