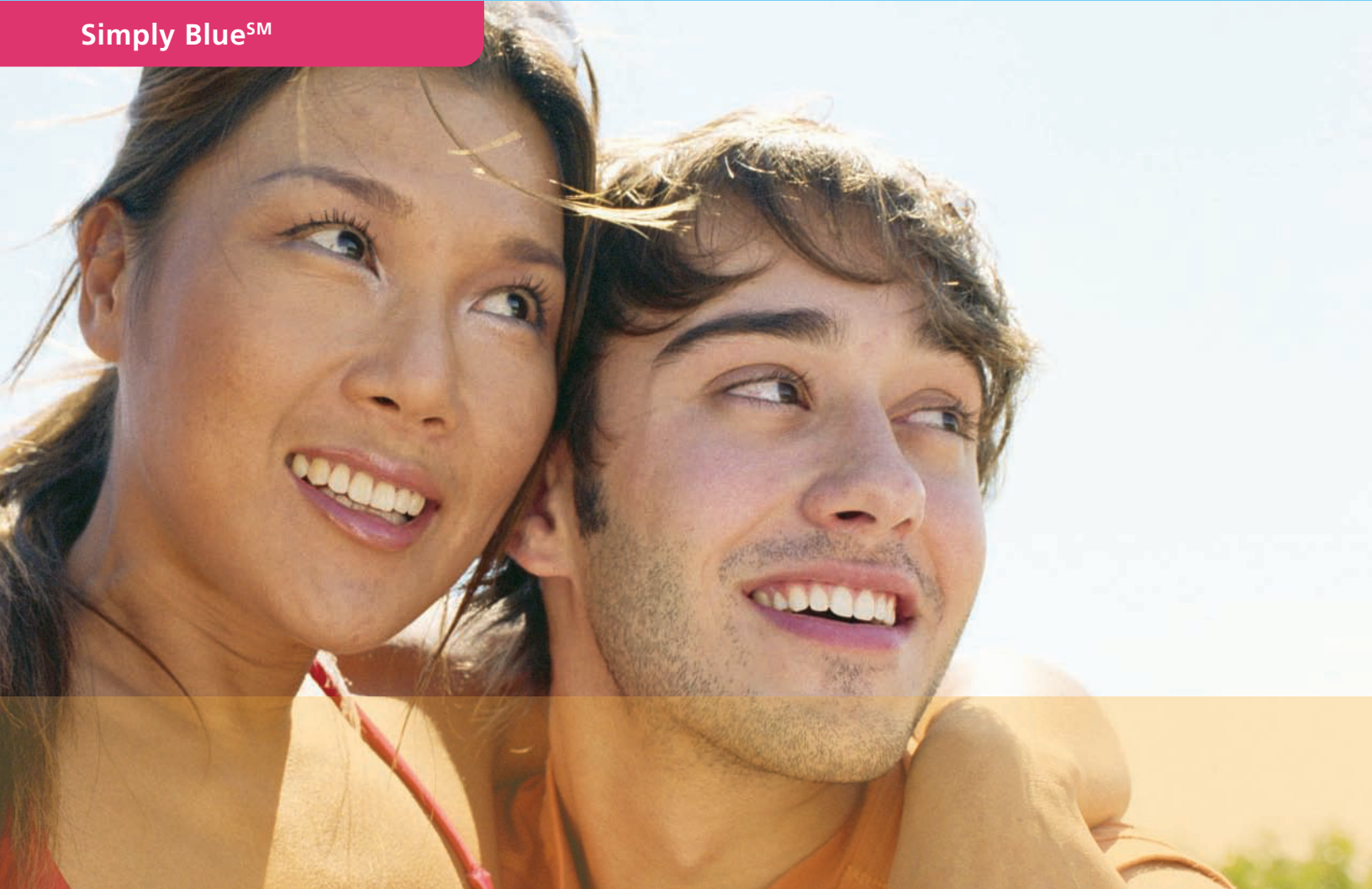




Simply BlueSM



Smart. Easy.
Affordable.

A new kind of health plan

2008

Simply Blue is a new kind of health plan. It's essential health care coverage you need at this stage of your life, and none you don't — here's a quick look.

Get something for your money — right from the start

- Your first professional office visit is **paid in full***
- The first \$200 of your annual preventive care is **paid in full***
- Your generic prescription drugs are **paid in full*** with two of the plan options
- You get up to \$20 credit per month toward a fitness club membership
- You have 24-hour access to our online wellness center
- You have 24-hour phone access to the nurse advice line
- You can choose any doctor you want

*See benefit chart for details

You have a lot of life to live. You want to do things and be places. And with Simply Blue to protect you “just in case,” you’ll have the confidence you need to live life to the fullest.

Simply Blue is affordable

We can keep your premium costs down because we've removed benefits that you don't really need. For example, there is no coverage for family (dependents can apply for their own plan) and no coverage for childbirth labor and delivery. If you do need additional benefits like these, you should consider one of our other individual plans. See “Other plans as individual as you are” on the opposite page.

Simply Blue starts paying your health care bills right away

Have you ever thought that you never get anything back after paying a health premium? With Simply Blue, not only will you be protected against a huge financial loss, you'll also get coverage right away. The plan has first-dollar coverage, which means the first \$500, \$750 or \$1,000 you use for health professional office visits (depending on which plan option you choose) is paid at 100 percent of the allowed amount with no deductible when you use a participating provider. And, when you receive preventive care, the first \$200 is also paid 100 percent each year. After the first-dollar coverage is paid, you pay costs up to the deductible amount.

No one plans to get sick or have an accident, but the truth is that things can happen unexpectedly. In fact, a major injury caused by a skiing or other kind of accident could cost \$45,000 or more. Having Simply Blue can give you the peace of mind that you'll be protected.

Blue Cross will even pay you to be healthy

Life's better when you're healthy. We're constantly looking for ways to make our plans better and help improve the health of our members. For example, we'll credit you up to \$20 per month on your health club fees with our fitness discounts program, which includes more participating fitness centers than any other carrier.

You can also take advantage of our proven-successful stop-smoking program. It's helped thousands to quit. And you'll always have great health information right at your fingertips any time of day at our online wellness center.

Choose any doctor you want

You'll have access to the largest provider network in the state, including over 95 percent of all doctors and nearly all hospitals. When you use a doctor in the network, you'll get the most benefit from your plan. We feature a large network of health care providers. Each provider is an independent contractor and is not our agent.

Your plan is guaranteed renewable

No matter how your health changes, you can renew your plan year after year.

All this and a name you can count on

When you choose Blue Cross and Blue Shield of Minnesota, you get great health care coverage and service from a company that's been helping Minnesotans for more than 70 years.

Get started, it's easy

Contact an agent, apply online at www.bluecrossmn.com/getstarted, or call Blue Cross at (651) 662-5050 or toll free at 1-800-262-0823.

Feel good about taking the right steps toward protecting yourself now and in the future.

Other plans as individual as you are

Simply Blue may be the right choice for you now, but health care needs change. At Blue Cross, we offer a variety of individual health plans to meet your life situation.

Insta-CareSM. A short-term health care plan when you need coverage right away. Just graduated, between jobs, or waiting for group coverage to take effect? Insta-Care provides 30-, 60- or 90-day coverage for a long list of medical and hospital services, but doesn't cover pre-existing conditions.

Options Blue. A plan for you and/or your family that puts you in control of your health care spending. The high-deductible plan helps keep premium costs down and the health savings account can give you tax advantages.

Aware CareSM. A traditional health care plan for you and/or your family. Coverage for hospital and medical services, annual checkups, immunizations, prescription drugs and more. Choose from ten deductible options to fit your budget.

If you'd like more information on any of these plans, contact your agent, go to bluecrossmn.com or call Blue Cross at (651) 662-5050 or toll free at 1-800-262-0823.

Life. Live it well.SM



Simply Blue plan highlights

The Simply Blue individual health plan provides coverage immediately for office visits and also provides up to \$200 toward an annual preventive care visit. You also have access to our fitness discounts program that credits up to \$20 per month of your health club dues, an online wellness center, stop-smoking program and 24-hour nurse advice line. Childbirth labor and delivery is not covered.

	Plan 1	Plan 2	Plan 3
Annual deductible	\$5,000	\$7,500	\$10,000
Out-of-pocket maximum	Equal to the deductible		
Office visits In a health professional's office or urgent care facility (within the network) for an illness or injury including testing, serum and injections for allergies, and lab and X-ray services	Plan pays 100% of first \$1,000, then 100% after you meet your deductible*	Plan pays 100% of first \$750, then 100% after you meet your deductible*	Plan pays 100% of first \$500, then 100% after you meet your deductible*
Preventive care (routine physicals, eye exams, cancer screening)	Plan pays preventive care up to \$200 annually**		
Prescription drugs 31-day supply Maintenance prescriptions: 90-day supply available through 90dayRx program at participating retail pharmacies or by mail order	<ul style="list-style-type: none"> • 100% coverage for generic drugs • \$25 copay for formulary brand-name drugs • \$50 copay for non-formulary brand-name drugs 	<ul style="list-style-type: none"> • 100% coverage for generic drugs • \$35 copay for formulary brand-name drugs • \$70 copay for non-formulary brand-name drugs 	<ul style="list-style-type: none"> • \$15 copay for generic drugs • \$50 copay for formulary brand-name drugs • \$80 copay for non-formulary brand-name drugs
Emergency room care	<ul style="list-style-type: none"> • Outpatient facility services: 100% after \$250 copay for first visit each year; additional visits covered 100% after deductible* • Outpatient professional services: 100% after deductible* 		
Inpatient and outpatient lab and X-ray services	100% after deductible*		
Inpatient and outpatient hospital services			
Ambulance			
Medical supplies			
Chiropractic, occupational, physical and speech therapy			
Home health care			
Behavioral health/mental health care			
Behavioral health/substance abuse (You can decline this coverage and receive a lower rate)			
Well-child services to age 6 Immunizations to age 18			
Prenatal care			
Maternity labor, delivery and post-delivery care	No coverage		
Lifetime maximum benefit per person	\$5 million		

*Plan pays 100 percent of the allowed amount when you use a participating provider. You are responsible for charges greater than the allowed amount when you use a nonparticipating provider.

**Additional preventive care services may be covered on a first-dollar basis if delivered in a physician's office and you have not exhausted your \$500/\$750/\$1,000 benefit. Additional preventive care services received in an outpatient facility are covered at 100 percent after you pay the deductible.

Coverage for substance abuse is included in the contract. You may choose to delete substance abuse coverage. Your premium will be slightly reduced if you delete substance abuse coverage. Dependents may not be added to this plan, but they can apply for their own Simply Blue plan.

This is only a summary. Your contract will provide a detailed description of what is and is not covered. Services not covered include childbirth labor and delivery, private duty nursing, custodial care or rest cures, eyewear, dental services, hearing aids, services that are experimental, not medically necessary or received while on military duty.

Preexisting conditions you had during the six months before your enrollment date are not covered. This limit applies for 12 months. Prior continuous coverage without a gap in coverage greater than 63 days counts toward reducing the 12-month period.

Monthly rates

Simply Blue is a plan designed for how you live. It has all the essential health care coverage you need and none of what you don't. Inside, you'll find monthly rates for our three deductible options, \$5,000, \$7,500 and \$10,000. Applicants must be 90 days or older to be eligible for coverage.

Here's how to use our rate tables.

- 1 Find the rate table on the following page that applies to you. We offer a lower rate if you haven't used tobacco for 24 months or more, and you can decide if you want substance abuse coverage.
- 2 Locate your age group on the left side of the table and choose the deductible amount you want.
- 3 Your monthly rate will appear in the column below your deductible choice.

Please note that your rate will change when you move to a new age category — for example, from age 44 to age 45. Simply Blue rates are subject to benefit changes mandated by law.

Automatic payment saves time, stamps and checks

There's a convenient, worry-free way to make your monthly Simply Blue payment automatically. With Pay-O-Matic, Blue Cross can deduct the payment from your bank account — no checks to write or bills to mail. Look for information about Pay-O-Matic in the pocket of your Simply Blue brochure.

A note about checks

When you pay by check, you authorize Blue Cross to use information from your check to make a one-time electronic funds transfer (EFT) from your account or to process a check transaction. When we make an EFT, funds may be withdrawn from your account as soon as the same day we receive your check and your check will not be returned to you by your financial institution.



Monthly rates

Plan 1: \$5,000 Deductible (100% Coinsurance)				
	Tobacco-Free		Tobacco User	
Age*	No Substance Abuse	Substance Abuse	No Substance Abuse	Substance Abuse
90 days - 18 yrs	\$106.00	\$109.50	\$106.00	\$109.50
19-29	\$120.50	\$124.00	\$156.50	\$161.50
30-34	\$133.50	\$137.50	\$173.50	\$178.50
35-39	\$138.50	\$143.00	\$180.00	\$186.00
40-44	\$155.50	\$160.00	\$202.00	\$208.00
45-49	\$194.00	\$199.50	\$252.50	\$259.50
50-54	\$257.50	\$265.00	\$334.00	\$344.50
55-59	\$325.50	\$335.00	\$423.50	\$436.00
60-64	\$360.00	\$370.00	\$467.50	\$481.50
65+	\$360.00	\$370.00	\$467.50	\$481.50

Plan 2: \$7,500 Deductible (100% Coinsurance)				
	Tobacco-Free		Tobacco User	
Age*	No Substance Abuse	Substance Abuse	No Substance Abuse	Substance Abuse
90 days - 18 yrs	\$92.50	\$95.50	\$92.50	\$95.50
19-29	\$105.00	\$108.50	\$137.50	\$141.50
30-34	\$116.50	\$120.00	\$151.50	\$156.00
35-39	\$121.50	\$125.50	\$158.00	\$162.50
40-44	\$136.00	\$140.00	\$176.50	\$182.50
45-49	\$170.00	\$175.00	\$221.00	\$227.50
50-54	\$225.50	\$231.50	\$293.00	\$301.50
55-59	\$285.00	\$293.50	\$370.50	\$381.50
60-64	\$314.50	\$324.50	\$409.50	\$421.50
65+	\$314.50	\$324.50	\$409.50	\$421.50

Plan 3: \$10,000 Deductible (100% Coinsurance)				
	Tobacco-Free		Tobacco User	
Age*	No Substance Abuse	Substance Abuse	No Substance Abuse	Substance Abuse
90 days - 18 yrs	\$77.00	\$79.50	\$77.00	\$79.50
19-29	\$87.50	\$90.50	\$114.00	\$117.50
30-34	\$97.00	\$100.00	\$126.50	\$130.00
35-39	\$101.00	\$104.00	\$131.50	\$135.00
40-44	\$113.50	\$116.50	\$147.00	\$151.50
45-49	\$141.50	\$146.00	\$183.50	\$189.50
50-54	\$187.00	\$193.00	\$243.50	\$251.00
55-59	\$237.50	\$244.00	\$308.50	\$317.50
60-64	\$262.00	\$270.00	\$340.50	\$350.50
65+	\$262.00	\$270.00	\$340.50	\$350.50

* Applicants must be 90 days or older to be eligible for coverage.

Rates effective from April 1, 2008 through March 31, 2009.

Notice concerning policyholders' rights in an insolvency under the Minnesota Life and Health Insurance Guaranty Association Law

If the insurer who issued your life, annuity or health insurance policy becomes impaired or insolvent, you are entitled to compensation for your policy from the assets of that insurer. The amount you recover will depend on the financial condition of the insurer.

In addition, residents of Minnesota who purchase life insurance, annuities or health insurance from insurance companies authorized to do business in Minnesota are protected, subject to limits and exclusions, in the event the insurer becomes financially impaired or insolvent. This protection is provided by the Minnesota Life and Health Insurance Guaranty Association.

Minnesota Life & Health Insurance Guaranty Association
4760 White Bear Parkway
Suite 101
White Bear Lake, MN 55110
Telephone: (651) 407-3149
Fax: (651) 407-3150
Executive Director: Gerald C. Backhaus

The **maximum amount** the Guaranty Association will pay for all policies issued on one life by the same insurer **is limited to \$300,000. Subject to this \$300,000 limit**, the Guaranty Association will pay up to \$300,000 in life insurance death benefits, \$100,000 in net cash surrender and net cash withdrawal values for life insurance, \$300,000 in health insurance benefits, including any net cash surrender and net cash withdrawal values, \$300,000 in present value of annuity benefits for annuities which are part of a structured settlement for annuities in regard to which periodic annuity benefits, for a period of not less than the annuitant's lifetime or for a period certain of not less than ten years, have begun to be paid on or before the date of impairment or insolvency, or if no coverage limit has been specified for a covered policy or benefit, the coverage limit shall be \$300,000 in present value. Unallocated annuity contracts issued to retirement plans, other than defined benefit plans, established under section 401, 403(b), or 457 of the Internal Revenue Code of 1986, as amended through December 31, 1992, are covered up to \$100,000 in net cash surrender and net cash withdrawal values, for Minnesota residents covered by the plan provided, however, that the Association shall not be responsible for more than \$7,500,000 in claims from all Minnesota residents covered by the plan. If total claims exceed \$7,500,000, the \$7,500,000 shall be prorated among all claimants. These are the maximum claim amounts. Coverage

by the Guaranty Association is also subject to other substantial limitations and exclusions and requires continued residency in Minnesota. If your claim exceeds the Guaranty Association's limits, you may still recover a part or all of that amount from the proceeds of the liquidation of the insolvent insurer, if any exist. Funds to pay claims may not be immediately available. The Guaranty Association assesses insurers licensed to sell life and health insurance in Minnesota after the insolvency occurs. Claims are paid from this assessment.

The coverage provided by the Guaranty Association is not a substitute for using care in selecting insurance companies that are well managed and financially stable. In selecting an insurance company or policy you are advised not to rely on coverage by the Guaranty Association.

This notice is required by Minnesota state law to advise policyholders of life, annuity or health insurance policies of their rights in the event their insurance carrier becomes financially impaired or insolvent. This notice in no way implies that the company currently has any type of financial problems. All life, annuity and health insurance policies are required to provide this notice.



BlueCross BlueShield of Minnesota

An independent licensee of the Blue Cross and Blue Shield Association