



Customer ID: 0000000

Mr. John Q. Sample
SAMPLE COMPANY
Suite 123
123 Any Street
City, State 12345-6789



Month, XX 2016

It's time to renew your health plan

Dear [John Q. Sample],

Your contract's anniversary with Independence Blue Cross is approaching and it is time for your health plan renewal. Everything you need to select your health plan(s) and other benefits is included in this package.

Your recommended health plan and one or more alternatives are shown in the enclosed *Health Plan Rates and Savings Options* insert. If you decide to continue with the recommended coverage upon renewal there is nothing you need to do. To select one of the alternative options, follow these two easy steps:

1. Review the alternatives in the *Health Plan Rates and Savings Options* insert.
2. Choose one of the alternative plans and return your completed Enrollment and Savings form by Month XX, 201X. (Again, if you want to keep your recommended 2016 plan option, you do not need to return the form).

If you don't already offer your employees a dental plan, it is something you may want to consider. We have enhanced our adult dental plans for 2016 offering more comprehensive benefits and greater value. The dental plans are shown in an enclosed flyer, along with other coverage we offer.

For assistance with your renewal, or if you have any questions about our health plans and options, please call me at XXX-XXX-XXXX, email me at FirstName.LastName@ibx.com or visit our website at www.ibx.com/bluesolutions.

Best regards,

[Account Executive name] Account Executive