



**March 7, 2007**

**Upsell Part D Only Members to MedAdvantage + Rx  
or MedAdvantage + Rx Enhanced  
During 2007 Open Enrollment Period**

From now until March 31, 2007, during the Open Enrollment Period, is the time to make calls to your Regence Life and Health Medicare Script members who live in MedAdvantage counties to tell them the great advantages of moving to MedAdvantage + Rx or MedAdvantage + Rx Enhanced.

This is a wonderful chance for them to combine their medical and prescription plan into one plan to save them money, as well as the convenience of having everything in one plan. MedAdvantage/Part D plans also offer many more benefits than most Medicare Supplement plans – such as coverage for dental, hearing and 100 percent preventive care coverage for routine physicals and vision exams.

You only have a small window of opportunity—from now until March 31, 2007 – to let your clients know the cost-savings and convenience of moving to a MedAdvantage/Part D plan. It is your chance to upsell to members who will benefit from the change. Call your clients today!

**Key messages to convey to your clients:**

- Thank you for choosing Regence Life and Health Medicare Script for your Part D prescription drug coverage; we appreciate your business.
- It may be easier to have your medical and prescription needs all wrapped up into one easy to use package. A MedAdvantage/Part D plan can simplify your life with one bill and one medical card.
- A MedAdvantage/Part D plan may also save you money; usually it's less expensive to have your medical and prescription coverage in one plan.
- Time is short - this is your one opportunity to enroll in a MedAdvantage/Part D plan or you will be locked out for another year.
- A MedAdvantage/Part D plan offers:
  - Choose your own doctor
  - \$5 copay for doctor and specialist visits
  - 100 percent preventive-care coverage after \$5 copay for routine physicals and vision exams
  - \$500 preventive dental benefit – see your own dentist
  - Hospital stays covered with \$100 copay per day up to a \$300 maximum