Blue Cross of Florida Blue Shield of Florida

INTER OFFICE MEMO

TO: Frazier Sinclair AT: Mail Department)1 DATE June 10, 1975

FROM: Ebe Burk AT: Communications (10S)

SUBJECT: Major Medical Direct Mailout

The Major Medical Direct materials are forthcoming. The materials include:

Mailing window envelope:	W-479	To be used with all stuffing done for this special mailing.
Return envelope:	W-480	To be used with all stuffing done for this special mailing.
MM Direct Brochures:	W-484 W-485	One or the other will be stuffed in each kit.
MM Direct Ap Cards:	W-472 W-473	For this mailing only. One or the other should be included in each kit.

All material except the ap cards are in receiving waiting for your use.

The ap cards are being imprinted by the computer, folded by the Print Shop, and will be sent you in batches. Every effort should be made to keep each batch together, and separate from other batches.

Total mailout will be approximately 120,000 pieces.

Each batch of ap cards you receive will be either the W-472 or the W-473. There is no chance that one batch will contain both.

You should check the bottom section of the ap card to see whether the word NON-GROUP or DIRECT is printed in it. (See attachment for location).

This will be your key.

If the word DIRECT is printed there, that batch should be run with the W-485.

If the word NON-GROUP is printed there, those should be run with the W-484 folder.

If you have any problems, Laura Jones (Sub-Service) or I am available.

EB/mw