



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

P.O. Box 1798
Jacksonville, FL
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Enroll Today

And Get Coverage for Nearly Any Need.

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Flexible Individual Coverage for Every Stage of Life

Valuable Coverage from the Name You Know and Trust.



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of Florida**

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Blue Cross and Blue Shield Association

Call Us Today!



A VARIETY OF HEALTH INSURANCE PLANS TO MEET NEARLY ANY NEED.

Everyone is a little different. And as your Blue Cross and Blue Shield of Florida agent, I know that people have unique needs and different expectations from their health care coverage plan.

That's why we give you a variety of plans and added-value programs to choose from. Plans for every budget, and every lifestyle. So whether you're over 65, thinking about early retirement, or fresh out of college, we have a plan to help fit your unique needs.

Plans for seniors.

Have your cake and eat it too. Now, with one of our valuable health care coverage plans, you can enjoy all the benefits of a traditional Medicare¹ Supplement plan, but you can do it with more freedom and at an affordable cost.

Plans for early retirees.

If you're thinking of retiring early, we have a health plan designed for you as well—one that's flexible, so you can enjoy those extra years of retirement.

Plans for recent grads.

It's never too soon to think about your future. And if you're not currently covered under a group health benefit plan, you should know it's still important for you to get health care coverage immediately, even if it's just temporary. So it's there when you need it.

Making all the right choices.

At Blue Cross and Blue Shield of Florida, we know that choices are essential to finding the right health care coverage plan for you. That's why we offer the choices you value most—flexible plans, value-added options that match your lifestyle, and some of the largest networks² of physicians, hospitals,

and specialists in the Sunshine State. Not to mention affordable premiums, low copayments, and a lot less paperwork.

A company you can trust.

When you have to make a big decision like choosing health care coverage, it's a good idea to consider the source.

- Does the company have experience?
- Are they going to be around for the long term?
- Can I visit the physicians I like?

On all accounts, the answer is a resounding "Yes." With nearly 60 years' experience serving the Sunshine State, Blue Cross and Blue Shield of Florida has a strong tradition of helping to keep Florida families healthy and happy.

Close to home.

We've grown our roots here just like you. Feel free to stop in at one of our local offices any time. We are available to answer any questions you may have.

Discounts on alternative medicine.

Get access to discounts of up to 25% on things like acupuncture, chiropractic services and massage therapy through the Healthy Alternatives program, a complementary alternative discount program³. Plus, you'll receive discounts on thousands of health and wellness products such as vitamins, minerals, herbal supplements and more. Best of all, you receive these services with no additional premiums.

Health plans designed around you.

No matter what your need or budget, we have a plan for you. Call us today, and we'll help you find a health care coverage plan that's right for you.

¹Not connected with or endorsed by the U.S. government or the Federal Medicare Program. Some limitations and exclusions may apply.

²Networks are made up of independent contracting health care providers.

³Available to all Blue Cross and Blue Shield of Florida members through American Specialty Health Networks. Discounts may be used once covered health benefits, if any, are exhausted.



The best health plan is the one you don't have to think about.SM

So we can best address your specific needs, please provide us with the following information.

Name (First name, Last name) _____

Address _____ Apt # _____

City _____ State _____ ZIP _____

Date of Birth / / Married Single () Daytime Telephone () Evening Telephone

Best time to call am pm

To find out more, call your Blue Cross and Blue Shield of Florida Contracted General Agent, or return the attached reply card today.

Please reference this number: 3497A



Please reference this number: 3497A
A representative may call.

Give us a call today.
We'll help you find the plan
that's right for you.

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