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CONTACT: Patrick McCabe
(904) 791-6123
Martin Filipowski
(904) 791-8075

M E D I A A D V I S O R Y

**BLUE CROSS AND BLUE SHIELD OF FLORIDA TO INTRODUCE LOW-COST
MEDICARE SUPPLEMENT INSURANCE PLAN IN NORTHEAST FLORIDA**

- WHO: Blue Cross and Blue Shield of Florida (BCBSF).
- WHAT: Press conference to introduce BCBSF's **Advantage65 Select**, a low-cost Medicare supplement insurance (Medigap) plan -- with premiums approximately 20-percent lower than other plans.
- Advantage65 Select** is the result of a unique agreement between BCBSF and area health care providers. Another feature which makes it an attractive alternative is low-cost access to quality health care from both physicians and hospitals.
- WHEN: March 11, 1993.
1:30 p.m. to 2:15 p.m.
- WHERE: Omni Hotel -
2nd Floor/Jacksonville Room.
245 Water Street.
JACKSONVILLE.
- WHY: The plan was developed in response to Medicare beneficiaries' desire for a Medigap plan that reduces health expenses and offers low-cost access to quality health care. BCBSF research indicates good utilization of **Advantage65 Select** hospitals and physicians in other areas of the state where the product is available.
- NOTE: Upon request, Paul Jennings, BCBSF vice president of direct markets and Bill Simek, BCBSF director of senior markets will be available for interviews following the announcement.