



**HAPPY
BIRTHDAY**



**It's almost time
to celebrate
your 65th birthday!**

Enjoy your big day without worrying about your health care benefits. We've got the products you need to continue receiving the high level of coverage and service you've come to expect from Blue Cross.

C PlusSM with PMD, a Medicare Select Plan B, helps cover medical expenses not paid for by Medicare. Blue Advantage[®] is a Medicare Advantage Preferred Provider Organization (PPO) that offers an alternative to original Medicare. Blue Advantage provides expanded benefits at little or no additional cost. Preferred Long-Term Care[™] coverage gives additional peace of mind to you and your family. We've provided a brief overview on these options, but please call, visit our web site at www.bcbsal.com, or use the attached postage-paid reply card for additional information.



**BlueCross BlueShield
of Alabama**

C PlusSM with PMD

C Plus members take advantage of special benefits including freedom to choose their medical provider, no copayments for physician visits, outpatient hospital or emergency room services, prescription drug discounts, no claim filing and no referrals needed for a specialist. Call **1 800 315-7900 (TTY: 1 800 257-3384)** to request a C Plus information packet that includes coverage information and an application. You may also visit our web site at **www.bcbsal.com** to view general C Plus information and download an application, or e-mail our Customer Service Department for more information at **bcbsalcustomerservice@bcbsal.org**.

Blue Advantage[®]

Members may choose from quality doctors and hospitals that are part of the Blue Advantage network; or for additional out-of-pocket costs, members can use any doctor or hospital not in the network. You'll also enjoy comprehensive health coverage — including physician and hospital visits, vision and hearing exams, prescription drugs and diagnostic testing. For more information on different plans and costs, call **1 888 578-6775 (TTY: 1 800 257-3384)** or e-mail Customer Service at **bcbsalcustomerservice@bcbsal.org**. You may also visit **www.bcbsal.com/blueadvantage** for additional information.

Preferred Long-Term Care[™]

Blue Cross and Blue Shield of Alabama offers long-term care insurance to complete your health insurance coverage. Should you experience a condition requiring extended chronic care, our insurance — Preferred LTC — enables you to receive care in an assisted living facility, a long-term care facility or in your home. If you are interested in learning more about Preferred LTC, call **1 888 651-5462**, visit our web site at **www.preferredltc.com**, or e-mail **bcbsalcustomerservice@bcbsal.org**.



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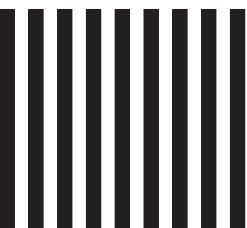
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ATTN: SENIOR PRODUCTS
450 RIVERCHASE PARKWAY EAST
PO BOX 2768
BIRMINGHAM AL 35282-8229**



I want more information!

Fill out and mail this reply card to receive more information.

Send me information on C Plus Blue Advantage

(We will include information on Preferred Long-Term Care.)

First Name: _____ Middle Initial: _____

Last Name: _____

Address (Number and Street): _____

City, State and Zip: _____

Phone Number (including area code): _____

E-mail Address: _____

Date of Birth (Month/Day/Year): _____

Please detach and return this card, check our web site

at www.bcbsal.com or call 1 800 315-7900 for more information.

Blue Cross and Blue Shield of Alabama
450 Riverchase Parkway East
Birmingham, Alabama 35244



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association.

For more information,
visit our web site
at **www.bcbsal.com**.