



A smart way to stay competitive

Introducing SimplyBlue™

Low cost health care that keeps your business healthy.

Excellus 

ExcellusSimplyBlue.com

Finally, low cost health insurance with the coverage your employees need.

New SimplyBlue™ from Excellus BlueCross BlueShield

To attract and keep good employees, it's crucial to offer a competitive benefits package – including affordable health insurance. However, rising health care costs have made it difficult to offer the coverage employees are looking for – until now.

With the new SimplyBlue™ product suite from Excellus BlueCross BlueShield, you can give your employees an affordable health insurance option that provides them with great coverage.

Plus, we've designed the SimplyBlue™ suite to include a wide range of plan options. We'll work closely with you to tailor a plan that fits your company's budget and needs.

For \$25 to \$40 per week*, your employees get:

- Doctor, hospital, and outpatient coverage
- Prescription drug benefits
- \$300 gym membership allowance



*Premium range is a projected 2010 High Deductible Health Plan (HDHP) annual premium distributed across a 52-week period. Premium range varies by rating region.

Great coverage. Exclusive advantages.

Unmatched member benefits

With SimplyBlue™, your employees get the exceptional benefits that all Excellus BlueCross BlueShield members enjoy:

Blue Cross Blue Shield network – Coverage wherever you go, with access to 836,000 physicians in the U.S.

Blue365® – exclusive discounts on health and wellness products and services, including national brands such as Curves®, Jenny Craig®, and LasikPlus®

A range of plan designs to suit your needs

PLAN OPTIONS		
Copay Plan	Copay/ Deductible Plan	High Deductible Health Plan (HDHP)
A variety of copay options help you meet your business needs.	More cost-sharing options for you, with Health Reimbursement or Flexible Savings Accounts so your employees save too.	A variety of deductible levels help you control costs, with Health Reimbursement or Health Savings Accounts for your employees.

Choose the plan that meets your employees' needs and keeps your business competitive.

For more information on SimplyBlue™, contact your sales representative or broker, or visit ExcellusSimplyBlue.com



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A nonprofit independent licensee of the Blue Cross Blue Shield Association

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