

BlueChoice HealthPlan  
Platinum Advantage  
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**INSIDE:** A sneak preview of the big extras you get  
with a **Platinum Advantage Medicare plan.**

**Offer Expires March 31st.**

**Get all of your regular Medicare benefits, plus big extras—like vision and dental coverage—with a Platinum Advantage Medicare plan.**

Call now for your FREE booklet, *The Platinum Advantage Medicare Savings Guide*, to find out how you can get big discounts, and big benefits, by choosing Platinum Advantage from BlueChoice HealthPlan.



**1-888-445-3065**

TTY 1-877-275-0077

8 a.m.–8 p.m. every day

Dear Medicare Beneficiary,

Here's big news about your Medicare coverage!

**You have until March 31, 2007, to take advantage of the big benefits, and big savings, that come with every Platinum Advantage Medicare plan!**

No matter which plan you choose, you'll get all the benefits of Original Medicare, plus extra benefits that Medicare alone can't offer. Benefits like vision and dental coverage. Big discounts on the health care products and services you use most. And Platinum Advantage even has a plan with no gap in coverage for generic prescription drugs...no "doughnut hole"!

**Want to know more? Call for your FREE copy of *The Platinum Advantage Medicare Savings Guide*.**

This helpful guide has the answers to any questions you may have about Platinum Advantage. In it, you'll learn about:

- Platinum Advantage's contract with the government that guarantees that all members get the exact same benefits as with Original Medicare
- Extra benefits that Platinum Advantage can provide, including vision and dental coverage, prescription drug coverage, additional covered days in the hospital and much more
- Discounts on health-related products and services
- Money-saving plan features, like no deductibles, no referrals for medical care and low copayments

**Call 1-888-445-3065 (TTY 1-877-275-0077), 8 a.m.–8 p.m. daily, for your free guide.**

(Over, please)

**See how much MORE you get with Platinum Advantage vs. Original Medicare.**

If you've seen our TV commercials, you know that every Platinum Advantage plan comes with big savings and big extras that you just can't get with Original Medicare. Call today to learn how much more you can save!



**With five plans to choose from, there's one that's right for you.**

*The Platinum Advantage Medicare Savings Guide* can even help you choose the plan that best meets your needs. With our handy plan comparison chart, you can see at a glance which benefits are included in each plan and which plan might be right for you.

Platinum Advantage even has a plan with no “doughnut hole.” That means there's no gap in coverage for generic prescription drugs. How's that for a “big extra”?

**Need a little extra help? Our Product Advisors are here for you.**

If you have any questions—about Platinum Advantage plans, or even just Medicare in general—feel free to call one of our knowledgeable Product Advisors. He or she can help you find the coverage that's right for you, including prescription drug coverage, and walk you through the enrollment process.

**Call 1-888-445-3065 (TTY 1-877-275-0077), 8 a.m.–8 p.m. daily, to talk to a Platinum Advantage Product Advisor. At the same time, you can request your FREE copy of *The Platinum Advantage Medicare Savings Guide*.**

If you'd like the peace of mind that comes with knowing you have extra coverage, in addition to your regular Medicare coverage, I urge you to order *The Platinum Advantage Medicare Savings Guide*. The call is free and there's no obligation. We hope to hear from you soon.



Sincerely,

Mary Mazzola Spivey  
President & Chief Operating Officer  
BlueChoice HealthPlan of South Carolina, Inc.



**P.S. The sooner you sign up with Platinum Advantage, the sooner you can start saving. But remember... you must enroll by March 31, 2007, to get all the great benefits offered by Platinum Advantage from BlueChoice HealthPlan.**

*Platinum Advantage from BlueChoice HealthPlan is a Medicare Advantage Preferred Provider Organization (PPO) plan with a Medicare contract. Individuals eligible for Medicare Parts A and B, and who are currently enrolled in Medicare Part D (PDP or MA-PD), residing in Anderson, Cherokee, Fairfield, Greenville, Laurens, Lexington, Newberry, Pickens, Richland, Saluda, Spartanburg or Union counties of South Carolina, may be eligible to enroll in a Platinum Advantage plan. You must continue to pay your Part B premium if not otherwise paid for under Medicaid or another third party. Our contract with Medicare is renewed annually and coverage beyond the current year is not guaranteed.*

*BlueChoice HealthPlan is a wholly owned subsidiary of BlueCross BlueShield of South Carolina. Both are independent licensees of the Blue Cross and Blue Shield Association, an association of independent BlueCross and BlueShield plans.*

# EXTRA MEDICARE BENEFITS EXTRA MEDICARE SAVINGS



Find out how to get yours in  
*The Platinum Advantage Medicare Savings Guide*

**Call 1-888-445-3065**

**(TTY 1-877-275-0077),**

**8 a.m.–8 p.m. daily, for your FREE copy.**

The call is free and there's no obligation.

For a sneak preview of all the extras you get  
with Platinum Advantage, visit our Web site:

[www.MyPlatinumAdvantage.com](http://www.MyPlatinumAdvantage.com)



If you've seen our ads on TV, you know...

## Platinum Advantage Plans Give You More than Medicare

With a Platinum Advantage Medicare plan, you get all the benefits of Original Medicare, plus a whole lot more:

- \* Vision, hearing and dental coverage
- \* Unlimited hospital days, should you need them
- \* Preventive care services
- \* Big discounts on health care products and services
- \* Low copayments for doctor visits
- \* No deductibles or referrals for medical care

Platinum Advantage even has a plan with no gap in coverage for generic prescription drugs.

Call a Platinum Advantage Product Advisor today to learn more and to get your FREE copy of *The Platinum Advantage Medicare Savings Guide*.

Save money for the little extras in life with a Platinum Advantage Medicare plan.

**1-888-445-3065**

**TTY 1-877-275-0077**

**8 a.m.–8 p.m. every day**







**YES!** *I want the BIG EXTRAS that Platinum Advantage can give me!*



- Please rush me my FREE copy of *The Platinum Advantage Medicare Savings Guide*.
- Please have a Platinum Advantage Product Advisor call me.  
Phone (\_\_\_\_) \_\_\_\_\_

Use the pre-paid envelope enclosed to mail in your reply card.

**Want your FREE copy of *The Platinum Advantage Medicare Savings Guide* sooner?**

Call us toll-free at 1-888-445-3065 (TTY 1-877-275-0077), 8:00 a.m.–8:00 p.m., daily, and we'll send your guide out right away!

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