



November, 2013

Dear Blue Shield of California Member –

Recently, you received information from Blue Shield of California about the Affordable Care Act and upcoming changes. This included information about possible eligibility for premium assistance. It's important to evaluate whether you are eligible for premium assistance. To find out, just follow the three simple steps below:

1. Use the simple subsidy calculator on blueshieldca.com in the section, "Looking for new 2014 plans?" to determine your eligibility.
2. If you are eligible for financial assistance, call us at (855) 857-2977 to confirm. We are happy to walk you through the enrollment process through Covered California™.
3. Sign up before December 15, 2013 to receive benefits by January 1, 2014.

Together, Blue Shield of California and Covered California are here for you.
Call us at (855) 857-2977 today.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Smith'.

Jeff Smith
*Vice President and General Manager
Individual and Family Plans
Blue Shield of California*

A handwritten signature in black ink, appearing to read 'Peter V. Lee'.

Peter V. Lee
*Executive Director
Covered California*