Dear (Business Owner, Oregon Business),

*We want you back!*

The health care and health insurance industries have been going through some huge changes—changes that will make historic differences in the lives of patients and on the bottom lines of employers that provide health care coverage.

At Regence, we’ve been making our own huge changes—changes that anticipate the needs of patients and businesses in this new health care environment. Some of those needs and our responding changes are outlined below:

1. **The cost of health care is a concern for all employers.** We have developed new products and new philosophies of care and reimbursement that are already making a difference for other Oregon businesses. From defined contribution plans that give employers and employees more choice over their coverage, to Accountable Care Organizations that unite doctors in providing well-coordinated care.

2. **Your business has to plan for the coming Health Care Reform requirements.** We have people, tools and expertise in place to walk you through your options and help you make the decisions that are right for your business and employees.

3. **Employee productivity and engagement are critical to the health of your business.** We can help your employees navigate the health care arena, and stay happy and healthy at work while reducing health care costs.

But one thing hasn't changed: our core dedication to providing outstanding customer service. Our service to you and your employees is, as always, our number-one priority.

We would love to welcome you, your employees, and their family members back to the Regence community. Let’s talk about how we can meet your business and health care needs. Please contact your producer or call Jim Walton at XXXXX.

Sincerely,

SIGN HERE