



Your Blue Cross Plan says :

**“THANKS
A
MILLION”...**

25 TIMES.

Thanks to you, Blue Cross of Northeastern Pennsylvania has reduced rates by \$25,000,000 over the last 18 months.

THAT’S A HEALTHY SAVINGS!

Blue Cross of Northeastern Pennsylvania would like to say thank you. And we're saying thanks with additional savings. You've seen lower rates in the last year and a half. Thanks to you, our subscribers, our doctors, and our member hospitals, we've been able to reduce rates by 25 million dollars.

You have taken a vital role in helping Blue Cross of Northeastern Pennsylvania contain health care costs. Your cooperation in Blue Cross cost containment efforts such as Pre-Admission Certification, Second Surgical Opinion, and other programs have enabled us to reduce premiums by \$25,000,000.

Unlike most other health insurance companies, Blue Cross is a nonprofit organization. When the other companies talk about holding down costs, they mean their costs, at Blue Cross we mean **your** costs. But we can't fight the battle alone, we need you to take an active interest in your health care, and you have.

G.D. Tough, President and Chief Executive Officer of Blue Cross of Northeastern Pennsylvania, says "Stay Healthy!"

If your hospitalization carrier hasn't saved you 14% in health care costs, call Blue Cross of Northeastern Pennsylvania.

Group Sales:

Scranton area (717) 344-0521

Pocono/Stroudsburg area (717) 421-7897

Williamsport area (717) 326-1587

Wilkes-Barre/Hazleton and all other areas (717) 829-8500

Or fill in the coupon below.



**Blue Cross[®]
of Northeastern Pennsylvania**
**Pennsylvania
Blue Shield[®]**



Group response form:

Name _____

Title _____

Company Address _____

Phone _____ Number of employees _____

Current health insurance company _____

Mail to:
Group Sales
Blue Cross of Northeastern Pennsylvania
P.O. Box 1134
Wilkes-Barre, PA 18703