

The
Observer
thanks
especially



There are 5 good reasons why Blue Cross of Oregon protects more people.

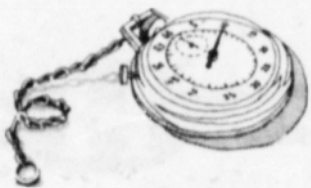
More than half a million people in Oregon and southwestern Washington have turned to us for their health protection needs.

In fact, more people depend on us than on any other health protection plan.

Why? Different people have different reasons, but here are five of the most important reasons people tell us about.

1. We offer service.

We consider the accurate, fair, and prompt payment of health care bills to be the most important service we can render. That's why we have this area's largest staff of trained claims specialists and all the equipment necessary to help us pay those bills fast.



We're paying about one claim every ten seconds — every working day.

Last year, that added up to nearly a million claims...and very, very few delays.

We answer questions. Because our subscribers sometimes have questions and problems, we have a full-time staff of people just to help them — personally.

We pay willingly. We don't cancel people's protection or raise their rates or reduce their benefits just because they've gotten sick and had to use them. Or because they've grown older.

We also believe the more money we can return, the better we serve. So we use only a very small amount for administrative costs and so forth. Last year, we returned more than 93¢ out of every dollar to our subscribers. That's more than any other such plan in this area.

We serve by listening. Recently we completed a survey among hundreds of Blue Cross of Oregon subscribers to find out what they did and didn't like about our service.

One thing we found out was that some people have trouble understanding their benefits. So, we're preparing new written descriptions of all our plans.

Why all this? We're in business to serve — more than to profit — so we're serious about good service.

2. We're national. And local.

We're part of a national system, so we're able to offer benefits like protection for people who travel or move out of state.



The combined Blue Cross Health Plans in America help protect more than 80 million people.

But more important, we can share the experience and knowledge of 73 other Blue Cross Plans across the country.

Example: We recently invited a team of experts from around the country to give us an inspection. After two weeks of tough, self-imposed criticism, we found out some things we should be doing better. And we are.

On the other hand, we're very much an independent, local company. Our Board of Directors and staff are all local people and they make decisions according to how those decisions affect our subscribers.

So, while we're national — we're also local. With offices in Salem, Pendleton, Coos Bay/North Bend, Medford, Eugene, and Portland, we're as local as you are.

3. A free choice of doctor... and hospital.

Many people have strong personal feelings about going to their own doctor. Many others would be greatly inconvenienced if the only hospital that would accept their health protection were miles from their homes.



Being too far from help can be as bad as not having help.

We recognize these problems as being real. And we make solving them easier by allowing our subscribers a free choice of physician and hospital.

4. A full scope of benefits.

We offer a variety of plans that groups can choose from. And those plans have a variety of benefits.

For example:

Hospitalization. Surgical expenses. Doctor calls. X rays. Maternity benefits. Additional accident protection. Ambulance costs. X-ray and radium therapy. Treatment for alcoholism. Major medical coverage (up to \$250,000). Psychiatric treatment.

We even have special group plans to help pay for dental, vision, and prescription drug costs.



Our country has the world's finest dental care — but one American in five never visits a dentist. We think our Dental Health Plans will help correct that situation here in Oregon.

In health protection, benefits are what you really need, so we offer virtually every kind of coverage you can imagine.

5. We've got the card.

The Blue Cross ID Card.

It's been called "America's favorite 'Get Well' card." But whatever you call it, it's protection against emergencies at more than 6,000 hospitals in places you may never have heard of.

It's instantly recognized and accepted by doctors and hospitals everywhere because it's the sign of the leading health care organization. The one that protects over half a million people here in more than 4,000 different groups and nearly 60,000 more people who don't belong to any group.

It's one card that can give you all the protection you need.

There they are. Just some of the reasons that so many people depend on Blue Cross of Oregon for health protection.

If they sound like good reasons to you, give us a call — we're in the white pages.



Blue Cross
of Oregon



Subscriber Name			Effective Date		
BRANSON	WILLIAM	L	1	2	69
Identification Number			Group Number		
330	62	6449	1907		

Blue Cross of Oregon, Plan 350

We care for people.

*Reg. Mark. Blue Cross Assn.

J.D. Hutchins
Hoffman Construction
Mercer Steele
Howard Electric
Gary Ekert
Ken Brummer
James Barnett
Don Fraser
Fraser Paper Co.
Edie Rymon
Ruth Spencer
John Craig
Nate Proby
Corine Winchester
Alberta Polk
Dorothy Spencer
Pearline White
Morrie Fuller
William Woods
Coast Janitorial Service
Chet Lund
William Greaby
William Spicer
V.F. Booker
Conrad Rosen
Lenwood Davis
Hazel G. Hays
Keith Burns
J.M. Gates
Harold Williams
Techtronix
Gertrude Crowe
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