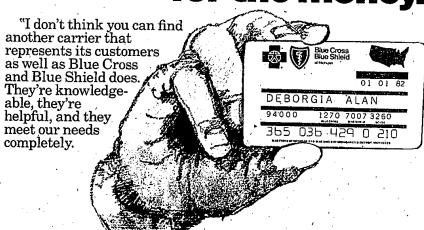


"There's no question, Blue Cross and Blue Shield gives our University maximum coverage for the money."



"Chief executives should ask their financial staff to examine all the options Blue Cross and Blue Shield provides. We've done so, and we've found both the flexibility and the cost effectiveness of these plans to be without peer.

The bang for the buck is there."

It's good to belong.

