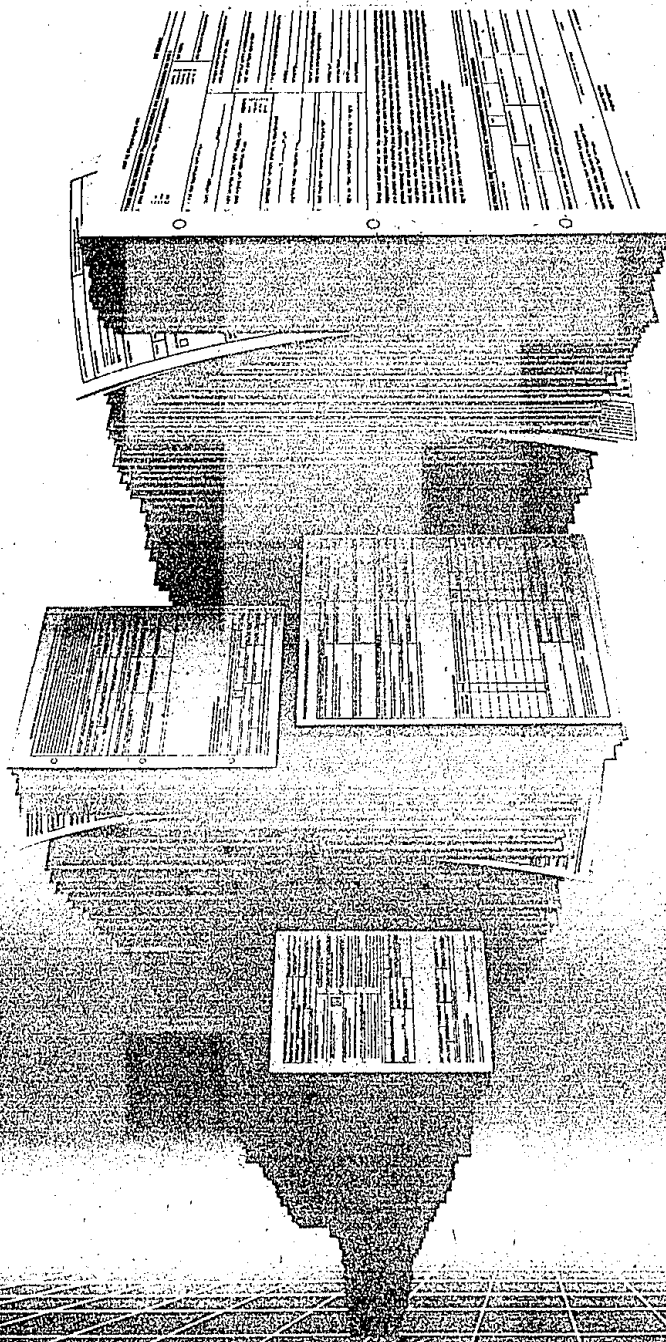




HEALTH CARE TAKES MANY FORMS... THIS IS OURS.



	Blue Cross Blue Shield of Michigan	
01 01 83		
VALUED CUSTOMER		
94000	1270 7007 3260	
365 036 429 0 210		

Instead of piles of paperwork for group customers, we give you something easier to handle.

Our card.

It's accepted by literally thousands of participating providers throughout Michigan, including hospitals, physicians and pharmacists. In fact, the card is recognized just about everywhere.

Claims are sent directly to our offices, many by computer terminal, reducing errors and saving you time and money. Your office staff doesn't have to deal with pounds of paperwork. Our computer does it all. And it will do it more than 60 million times this year alone.

In addition, we spend your money very carefully. Each claim is computer-checked for accuracy before it is approved for payment by a system capable of 1600 different edits. That's cost containment at work for you.

Paperless claims. Cost containment. They're just two of the reasons why more than 20,000 Michigan groups trust their health care to us. But when you consider the costly alternatives, they're very good reasons.



**Blue Cross
Blue Shield**
of Michigan

CAN YOU REALLY AFFORD
ANY OTHERS?