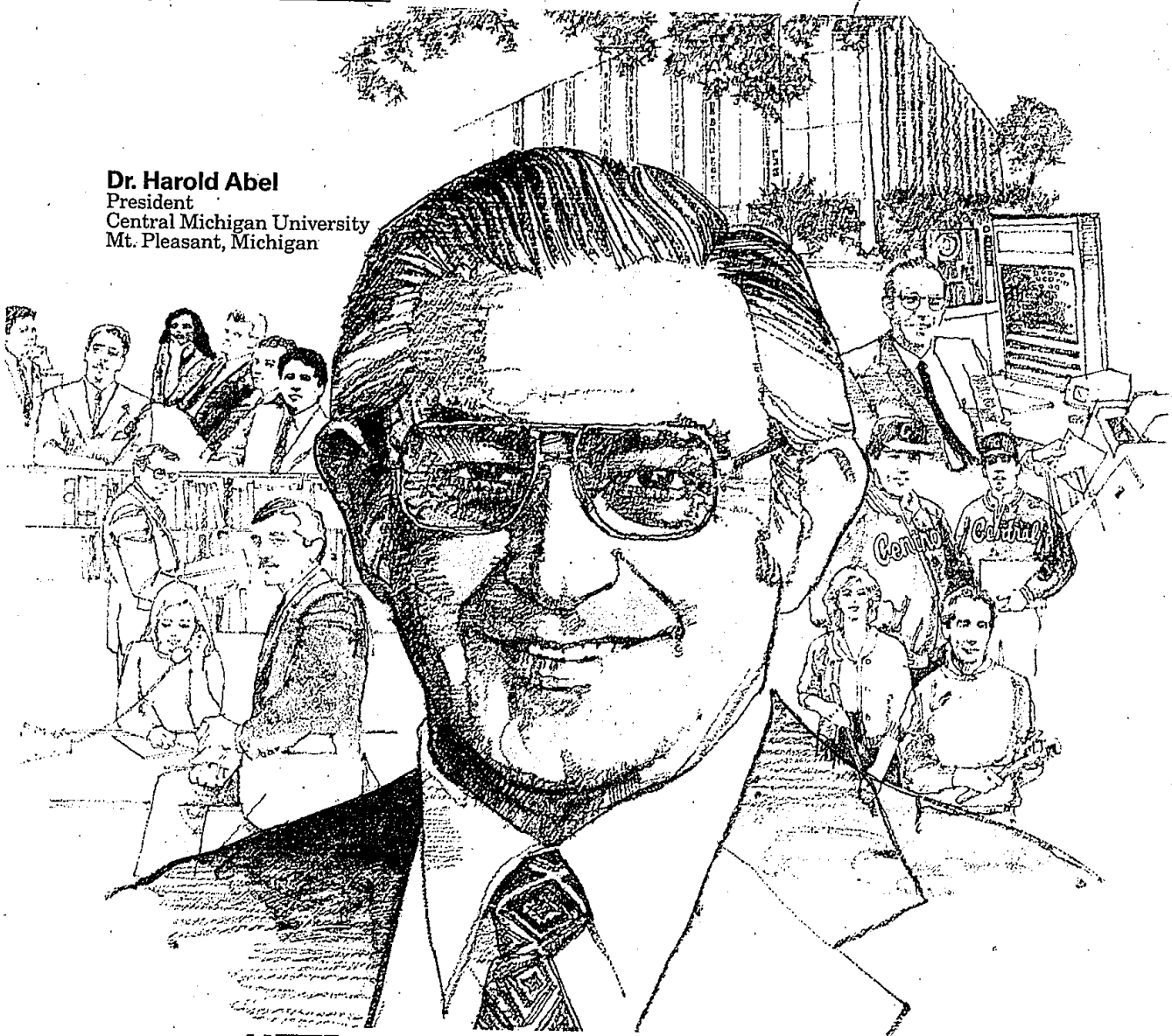
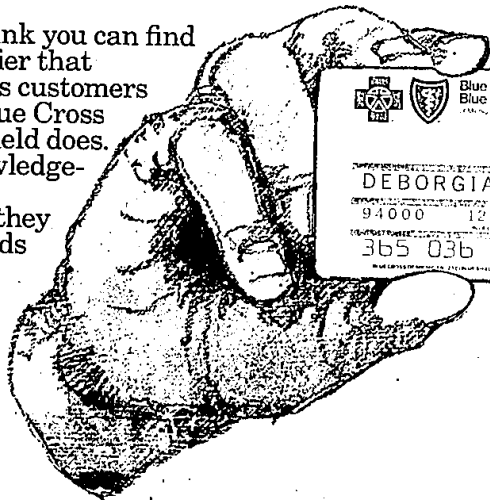


**Dr. Harold Abel**  
President  
Central Michigan University  
Mt. Pleasant, Michigan



# “There’s no question, Blue Cross and Blue Shield gives our University maximum coverage for the money.”

“I don’t think you can find another carrier that represents its customers as well as Blue Cross and Blue Shield does. They’re knowledgeable, they’re helpful, and they meet our needs completely.”



“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.”

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