You can be well protected without belonging to a group.

Blue Cross and Blue Shield announce two new Plans with better benefits and more coverage for people on their own.

Not everyone works for a company with a Blue Cross and Blue Shield group plan. Some people work for themselves. Some people work for very small businesses. Some people have retired early. And they all need a lot of help in paying hospital and doctor bills.

So, Blue Cross and Blue Shield of Michigan have prepared new health care protection plans for people who can't join us at work. Our new Plans provide more protection against rising costs. In fact, they provide very nearly the same kind of coverage as a basic Blue Cross and Blue Shield group plan.

Our New No. 1 Plan pays the *full* cost of your semi-private hospital room, the *full* cost of intensive care and other special care units and the *full* cost of covered hospital services in any participating hospital up to 120 days. Maternity care is provided on all contracts after 270 days of coverage.

Medical-Surgical Benefits include your physician's reasonable and customary charges for all generally accepted surgery, and unlimited days of medical care while you are hospitalized, plus consultations and surgical assistance in the hospital. Up to $15 per physician is provided for first aid. For x-rays, radiation treatments, electrocardiograms and certain other services, you pay your physician $5 (or 10% of the reasonable charge, whichever is greater).

Monthly subscription rates for our new No. 1 Plan are $29.01 for a one-person contract, $50.77 for a two-person contract, and $53.61 for a family.

Our New No. 2 Plan provides identical benefits except that you share the cost with co-payment features. Monthly subscription rates are $22.70 for a one-person contract, $36.26 for a two-person contract, and $39.76 for a family.

Now you have 5 choices including Metro Health Plan

If you live in Detroit or the suburbs, you can choose Metro Health Plan. With MHP, your family's health care needs are taken care of through conveniently-located, modern health centers and two fully-accredited hospitals. Monthly subscription rates for MHP are $24.49 for a one-person contract, $44.99 for a two-person contract, and $47.93 for a family.

Blue Cross and Blue Shield also offer two other Traditional Plans for people on their own with differing rates and benefits. It adds up to five good buys in health care protection. All from Blue Cross and Blue Shield.

In Detroit call Sandy Brenner at 225-0100 or, toll-free, 800-482-5142, or mail coupon today.

Sandy Brenner will be happy to answer your questions about new Blue Cross and Blue Shield Plans. Just call our toll-free number. Or fill out and mail the coupon below and we'll send you complete details. It won't hurt to get more information.

Blue Cross
Blue Shield
of Michigan

If you haven't joined us yet, join us now!

OE

Blue Cross and Blue Shield of Michigan
Attn: Sandy Brenner, Dept. 207
600 Lafayette East
Detroit, Michigan 48226

Please send me details on new Blue Cross and Blue Shield Plans.

Name ________________ Age ________

Address ________________ Tel. No. ________

City ________________, Michigan Zip ________

Rates quoted are for March of 1975. Your rate may be slightly lower or higher depending on when you enroll. Details on all benefits, waiting periods, exclusions and limitations are fully explained in Blue Cross and Blue Shield certificates which you can examine before making your first payment. If you are over 65, ask about Blue Cross and Blue Shield coverage designed to fill the gaps in Medicare.