



Count on Us.

For the last year, the nation's attention has been focused on reforming our healthcare system. On behalf of our 100 million members coast to coast, including nearly one million members here in Kansas City, Blue Cross and Blue Shield is committed to working with the Administration and other parties to implement this new law.

As we have throughout our 73-year history, we will continue to help people navigate the healthcare system, especially now when many are confused and unsure about what reform means to them. Being a part of the Blue Cross and Blue Shield of Kansas City family offers the advantage of local decision-making and responsiveness along with national reach. More than just a membership card, it means receiving the best service regardless of where

you live or what kind of health plan you have. It's about financial security in times of healthcare necessity. It's also about investing in the Kansas City community where we live and work.

We acknowledge the need for reform, and support the expansion of care to more Americans. We also support the issuance of coverage despite health status or pre-existing conditions. In addition, we have already begun the process of change by collaborating with local physicians and hospitals on ideas for a smooth implementation of the reforms.

However, while our nation has enacted new healthcare laws, much work remains. We all have a role to play in building a better healthcare system. We must make fundamental changes

to how care is delivered so that people don't just have access to care, but that everyone receives the highest *quality* care. We must address the rising cost of healthcare and bring spending in line with costs in other areas of our economy. And we all must become more responsible for our own health by exercising more and living healthier lives.

At this moment of change, our members can rest assured that we will remain true to the not-for-profit heritage that always has differentiated Blue Cross and Blue Shield of Kansas City. In that spirit, we are committed to moving forward and helping make this legislation work for all Americans.

Count on us.

Tom Bowser

Tom Bowser
Chairman
Blue Cross and Blue Shield Association
President and CEO
Blue Cross and Blue Shield of Kansas City

David R. Gentile

David Gentile
President and CEO-Elect
Blue Cross and Blue Shield of Kansas City



**BlueCross BlueShield
of Kansas City**

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