



BlueCross BlueShield of Kansas City

An Independent Licensee of the
Blue Cross and Blue Shield Association

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December 5, 2013

John M. Huff, Director
Missouri Department of Insurance
Financial Institutions & Professional Registration
310 West High Street, Room 530
Jefferson City, MO 65102-0690

Re: Notice of Small Group and Individual HMO Termination

Dear Director Huff,

The purpose of this letter is to notify the Department that Good Health HMO, Inc., a wholly-owned subsidiary of Blue Cross and Blue Shield of Kansas City ("Blue KC"), desires to rescind its previous notice (dated June 4, 2013) that it will be exiting the individual health insurance HMO market in the State of Missouri. Good Health HMO, Inc. will continue to provide health insurance in Missouri's individual HMO market.

Blue KC will send out the required notice along with a cover letter explaining members' option to maintain their HMO policies. In addition, Blue KC will contact all of its policyholders in Missouri's individual HMO market directly to inform them of all of their options and answer any questions that members may have about the cancellation letter they received previously and the subsequent letter that explains they may choose to continue their current coverage.

Attached is a copy of the required notice and cover letter that will be sent to impacted individuals for your records.

Please feel free to give me a call if you have any questions at (816) 395-2801.

Sincerely,

A handwritten signature in blue ink that reads "Coni K. Fries".

Coni K. Fries
Vice President and Deputy General Counsel

Enclosures

cc: Sherry Gibbs (Blue KC)