



November 23, 2009

Ms. Bonnie Campos, MS, CNP
Office of Clinical Affairs- OCA
Blue Cross and Blue Shield Association
1310 G Street N.W.
Washington, D.C. 20005

Job 1040: 2010 On-going BHC Online Registration Member PIN Letter Fulfillment Process

Estimated Project Cost: \$57,815.52 (over 12-month period)

Specifications:

To support the **2010 BHC Online Registration Member Verification fulfillment, McKesson** will:

- Develop a personalized letter with unique PIN listed, to be used across all Service Benefit Plan members who complete the BHC registration.
- Includes daily file processing and mailing for 8 weeks, and twice-weekly file processing and mailing for 44 weeks.

Envelope:

Size: #10 (4 1/8" X 9 1/2"); single poly window
Stock: 24# White Wove
Ink: 1/0 (blk)

Personalized Letter:

Size: 8.5" X 11"; fold into thirds
Stock: 24# white wove
Ink: 1/0 (blk)

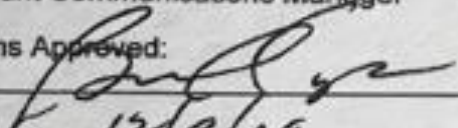
- Data exchange to fulfillment house
- Postage is projected at \$.44 per piece
- Projected Quantity: 50,000

Pricing includes letter development, print on demand technology, fulfillment, and estimated postage. Mailed fulfillment to be invoiced every two months based on actuals. Postage based on current postal rates. Will be adjusted if necessary.

Please review these specifications, sign and return to my attention. If you have any questions, please feel free to call me directly at (303) 664-6419.

Sincerely, Kathy Warling-Smith
Senior Account Communications Manager

Specifications Approved:

Signed: 

Date: 12/9/09