

Thank you for calling the Blue Cross and Blue Shield of Louisiana information line. My name is [NAME]. Are you calling because you received a proxy packet from Blue Cross?

If no: How else can I assist you today?

[If caller is calling with questions on the proxy mailing, continue call with prompts below. If caller is calling with Blue Cross customer service questions, advise them to call the number on the back of their Blue Cross ID card.]

If yes: Can I get your name please?

Hi <NAME> -- I hope you're doing well today!

As an eligible policyholder, you should've received a packet of information with a Proxy Form that references a Special Policyholder Meeting scheduled on February 21st, 2024, where there will be a vote on the Plan of Reorganization. Can you acknowledge that you've seen this information?

If No: <go to CLOSING>

If yes: Can you verify the name and PIN number listed on the cover letter that's included in your packet?

[Caller gives the rep this information]

Thanks very much! Would you like to grant your proxy over the phone today?

If No: That's quite alright. Are there any questions about the packet that I can answer for you today? [Go to talking points for specifics.]

If Yes: Great – let's take care of it now. The first page in your packet has the PIN number you gave me at the beginning of our call. Can you read that back to me once more so I can confirm that I recorded it correctly?

[confirm PIN number]

The proxy form allows you to grant your proxy to the Board of Directors to vote on your behalf and FOR the Plan of Reorganization. Is this your election today, to grant your proxy to the Board?

If No: Would you prefer to grant your proxy by self-selecting FOR or AGAINST the Plan of Reorganization and authorizing the company to vote on your behalf in this manner? How would you like me to record your vote today? For or Against?

[confirm caller's response]

Thank you so much for taking the time to call us today, <NAME>. Do you have any questions about the proxy vote or is there anything else I can help you with today?

If Yes: [refer to specific questions from FAQs]

If No: <go to CLOSING>

(IF AT ANY POINT OTHER QUESTIONS ARISE OR IT IS SUSPECTED THE CALLER IS A DISRUPTOR SEEKING TO BE A PROBLEM, TAKE THE NECESSARY CONTACT INFO AND REFER THE CALL TO OUR OFFICE)

CLOSING:

Thank you so much for your time today, <NAME>. It's been a pleasure speaking with you, and if you have any questions or need more information, please don't hesitate to call us at 1-800-356-8906 or you can find more information on our website at w-w-w dot B-C-B-S-L-A dot com back slash better blue.

If you're planning to grant your proxy by mail, online or touchtone phone, please remember to do so by 11:59 p.m. (central time) February 19th, 2024, for your proxy to be valid. Please note that proxy forms must be received by 11:59PM (central time) February 19th, 2024, in order to be valid and counted.

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Why is Blue Cross and Blue Shield of Louisiana doing this?

As you must know, healthcare has changed dramatically during the last 90 years since Blue Cross first opened our doors in Louisiana in 1934.

As the oldest and largest Louisiana health insurer, we have been proud of our deep roots and the deep understanding we have of our state and our members. Aligning with Elevance Health will allow us to accelerate our mission of improving the health and lives of Louisianians.

Why are we doing this now? In short, to ensure Blue Cross delivers the best healthcare to the citizens of Louisiana for years to come. Across healthcare, scale has become increasingly important. That is why we initiated a formal process to identify a partner with the ability to help us secure a strong future for our company and the people we serve by providing market leading innovations, products, capabilities and services at a faster pace, and more comprehensively, than we could alone.

Let me assure you, we will continue to be the locally based Blue Cross and Blue Shield company Louisianians have trusted for 90 years. There is no change to your current benefits, network providers or services as a result of this transaction.

In addition, our plan headquarters will remain in Baton Rouge, and regional sales offices will still be located across the state, including the recently announced Medicare Advantage Center of Excellence in Monroe.

Why we chose Elevance Health:

Blue Cross will be a part of Elevance Health along with Blue plans in 14 other states. With Elevance Health, we can bring members new ideas in healthcare, better plans and faster service than we could alone.

When Blue Cross is part of Elevance, our members will have access to services such as:

- 24-hour digital support that includes text and video visits with healthcare provider partners, including at-home diagnostic solutions
- Help getting and understanding your providers' care through personal health problems like cancer, diabetes, maternal health and others
- Pharmacy support tied to health plans
- Top mental health providers, support and care for depression and substance use, crisis care, 24-hour chat service and more

A big health boost for Louisiana

The proceeds from the acquisition will fund a new nonprofit foundation called the Accelerate Louisiana Initiative Inc. This would be one of the largest private foundations in the country and separate from both Blue Cross and Elevance Health.

The Accelerate Louisiana Initiative mission – like ours – would be to improve the health and lives of the people of Louisiana. The foundation has these primary goals:

- strengthen Louisiana's healthiness
- focus on healthcare for people who aren't getting care they need
- support larger community needs

This is an important benefit that your vote FOR this Plan will give the state of Louisiana.

Again, we need your help to make this happen.

We and our Board of Directors did not make this plan lightly. We spent much time and effort deciding if being part of Elevance Health made sense with our charter and mission.

We decided this plan was in the best interests of our customers, our partners and the state of Louisiana. If you agree, please follow the steps on the Proxy Card in this packet to **vote FOR** the plan today!

Dial America Outbound Call Script

1-10-2024

Audience: Policyholders

OUTBOUND CALL SCRIPT FOR PROXY FORMS:

Good afternoon, I'm [name] from Blue Cross and Blue Shield of Louisiana, and I'm calling for <NAME>. Is this <NAME>?

Hi <NAME> -- I hope you're doing well today! I'm calling about a very important packet we mailed you on February 18th. This packet provides important information about Blue Cross and Blue Shield of Louisiana and you as a <(non-group) policyholder/ (group) the group leader for _____, a policyholder>. It was a big white envelope with about 100 pages of information. Do you remember receiving this packet?

If No: I'm sorry to hear that. <go to **DID NOT RECEIVE** section>

If Yes: Great! We sent it to you because you're an eligible Blue Cross policyholder. We have a big plan to better serve you and improve health in Louisiana. To make that happen, we have developed a Plan of Reorganization and need help from eligible policyholders like you. Have you had a chance to open the packet yet?

If No: That's quite alright. I'm happy to explain a few things in the packet if you like. (If no, go to **CLOSING**.)

If Yes: OK. The first page in the packet should be a Proxy Form where you can choose to grant your proxy to the Company so it can vote on your behalf at the Special Policyholder Meeting for the Company's Plan of Reorganization, which is to reorganize the company into a stock company from a mutual insurance company. This reorganization is part of the plan to deliver improved capabilities and value to you as a policyholder as we look to become part of Elevance Health. You can simply grant your proxy to the Company and they will vote in favor of the Plan or you can choose how you want the Proxy to vote by indicating FOR or AGAINST on the Proxy Form. You can also vote in person at the Special Policyholder Meeting on February 21st, 2024.

I would also point you to the top of the second page that references a Special Policyholder Meeting scheduled on February 21st, 2024, where there will be a vote on the Plan of Reorganization. Can you acknowledge that you've seen this information?

If No: OK, I'll give you a minute to find it. (then ask if they have questions and follow sequence below)

If Yes: We're off to a great start! Do you have any questions about the proxy form or the packet of information?

If Yes: I'm happy to help explain and answer any questions. What we're doing is changing **from a mutual** insurance company **to a stock** insurance company. After we change to a stock insurance company, we can become part of Elevance Health, which is a national company made of health insurance and

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related companies. We'll still be Blue Cross Blue Shield of Louisiana and a Blue Cross Blue Shield company and we'll still be local, so that is **not** changing.

Do you need any more information before making your choice today?

If no more information is needed and member is ready to vote: Great! I can record your decision to help right now over the phone if you like. I just need you to look at the gray box on **page 2** of your proxy form and call out the PIN number please.

If PIN number is given and is correct: Thank you, <name>. Would you like to grant your proxy to the Company to vote in favor of the Plan of Reorganization?

If no: Ok, would you like to direct the Company how to vote FOR or AGAINST via the Proxy process? [Record policyholder's vote for that PIN number.]

If member doesn't want to provide their choice over the phone or needs more time: I completely understand. Please take your time and give it more thought. You can also grant your proxy by mail by checking the appropriate box, then sign and return the card in the envelope that's included in the packet. There are also instructions on the proxy form for you to vote online or by phone <for group policyholder>. You may also want to speak with your Blue Cross Account Executive or Broker for more information. Just remember to get your vote in by February 19th, 2024! Do you have any more questions for me today?

<If **YES**, see talking points below.>

<If **NO**, go to **CLOSING**>

If member does need more information before choosing: <use appropriate talking points below>

As you must know, healthcare has changed dramatically during the last 90 years since Blue Cross first opened its doors in Louisiana in 1934.

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Why are we doing this now? Across health care, scale has become increasingly important. That is why we initiated a formal process to identify a partner with the ability to help us secure a strong future for our company and the people we serve by providing market leading innovations, products, capabilities and services at a faster pace, and more comprehensively, than we could alone.

Let me assure you, we will continue to be the locally based Blue Cross and Blue Shield company Louisianians have trusted for 90 years. There is no change to your current benefits, network providers or services as a result of this change.

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In addition, our plan headquarters will remain in Baton Rouge, and regional sales offices will still be located across the state, including the recently announced Medicare Advantage Center of Excellence in Monroe.

I know I just gave you a lot of information. Would you like to help and provide your choice over the phone now?

If Yes: Great! I can record your choice now over the phone. I just need you to look at the gray box on page 2 of your proxy form and call out the PIN number please.

If PIN number is given and is correct: Thank you, <name>. Would you like to grant your proxy to the Company to vote FOR the Plan of Reorganization?

If no: Ok, would you like to direct the Company how to vote For or AGAINST via the Proxy process? [Record For or AGAINST for that PIN number.]

If member doesn't want to provide their choice over the phone or needs more time: I completely understand. Please take your time and give it more thought. You can also vote by mail by checking the appropriate box, then sign and return the card in the envelope that's included in the packet. There are also instructions on the proxy form for you to vote online or by phone. Just remember to get your vote in by February 19th, 2024. Do you have any more questions for me today?

<If **YES**, see talking points below.>

<If **NO**, go to **CLOSING**>

CLOSING:

Thank you so much for your time today, <NAME>. It's been a pleasure speaking with you and if you have any questions about the changes and how you can help, please don't hesitate to call us at <PHONE NUMBER>.

MEMBER DID NOT RECEIVE PACKET

I'm sorry to hear that you didn't receive this packet of information. Here is the address we have on file for you. Can you confirm that we got it right?

If address is incorrect: I'm so sorry to hear that. We would be happy to send this important information to your new address if you would like to share the new address or an email address for a quicker response. <Yes, we can overnight it via FedEx if that is preferred.>

<If member agrees, get correct address and email address if preferred>.

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Audience: Policyholders

Thank you so much for your time. We will mail this to the new address immediately. It should go out to you today. We would like to call you back in a week to confirm delivery and answer any questions you may have, would that be ok?

<note if member says YES or NO>.

Thank you <NAME> and have a wonderful day!

<If member doesn't agree to give you correct address, close out call>

Thank you <NAME> for your time and have a wonderful day and you may call this number should you change your mind and we will be happy to help! <For Group Policyholder> You may also want to contact your BCBSLA Account Executive or Broker for more information.

If address is correct: OK. I'm glad it's correct in our system. Would you like me to send you another packet in case it got lost in the mail? Or would you prefer that I send it via email?

<gather email address if needed and note preference>

Thank you so much for your time. I'm going to get this information out to you today. Is it OK if I give you a call back in about a week?

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ADDITIONAL TALKING POINTS

Why we chose Elevance Health:

Blue Cross would be a part of Elevance Health along with Blue plans in 14 other states. With Elevance Health, we can bring members new ideas in healthcare, better plans and faster service, than we could alone.

When Blue Cross is part of Elevance, our members will have access to services such as:

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A Big Health Boost for Louisiana

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The Accelerate Louisiana Initiative mission – like ours – would be to improve the health and lives of the people of Louisiana. The foundation has these goals and more:

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This is an important benefit that your vote FOR this Plan will give the state of Louisiana.

Again, we need your help to make this happen.

We and our Board of Directors did not make this plan lightly. We spent much time and effort deciding if being part of Elevance Health made sense with our charter and mission.

We decided this Plan was in the best interests of our customers, our partners and the state of Louisiana. If you agree, please follow the steps on the Proxy Card in this packet to **vote FOR** the Plan today!

Will you issue a 1099 along with the check?

We don't have those details yet.

Will we get paid if the transaction doesn't go through?

No. If the transaction is not approved, eligible policyholders will not get paid.

Do I still get paid if I vote against the plan of reorganization?

Yes. All eligible policyholders [who had their policy on January 23, 2023, and keep their same policy in effect at the time the transaction closes](#) will get paid approximately \$3,000 whether they vote For, Against or don't vote at all.

Do we get paid more if we've had our policies for a long time?

Policyholders who are eligible to receive a check will get the same amount of money, regardless of how long they've had their policy.

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