



CAMPAIGN FOR HEALTHY LIVING

September, 2007

Dear MCHA Member:

Are you interested in receiving gift certificates to over 200 merchants, AND a check from MCHA for \$100 in calendar year 2008, while learning about ways to live healthier? If so, Read on!

We all know the health and cost saving advantages of exercising, eating healthy, not smoking, and reducing stress. We are flooded with this type of information day and night. Unfortunately, we hear the words but most of us don't act on them.

The MCHA Board, staff, and its administrative partner, Medica, are committed to providing each MCHA member with the best tools available to help you achieve your optimum health, no matter what chronic condition you may have. We are committed to helping each MCHA member live a healthier, happier life, while saving dollars for MCHA and putting extra dollars in our members' pockets.

The information in this packet introduces you to a state-of-the-art, online website program called *My Health Manager by Medica*SM. This program has something for everyone—young and old, healthy and those managing chronic diseases (MCHA members must be 18 years of age to participate). The program is easy to use and offers a wide variety of topics on health and wellness and related activities you can do to earn credits toward a \$25 gift certificate every quarter to over 200 state-wide merchants, such as Cabelas, Barnes & Noble Booksellers, and Applebee's (If you don't own a computer, visit your local library or ask a relative or friend if they could help you.).

As an added incentive to gain your participation in *My Health Manager by Medica*, for actively participating in all four quarters in calendar year 2008 - MCHA will send you a check for \$100. The funding for this incentive has been generously provided by Medica.

MCHA is kicking off a "Campaign for Healthy Living" this fall – beginning September 2007 and extending through December 31, 2008. Through a generous grant from Medica, MCHA will be sponsoring a series of five MCHA Member Forums on Health and Wellness throughout the state starting Tuesday, September 18, through September 27. See the separate information sheets included in this mailing for dates, times, and locations of the five meetings.

At the meetings, nationally recognized exercise physiologist Dr. Gary Gordon, a professor from the College of St. Scholastica in Duluth, will provide a very entertaining and educational presentation. Meeting attendees will receive take-home materials to help you get you motivated to TAKE ACTION on getting healthier through *My Health Manager by Medica*.

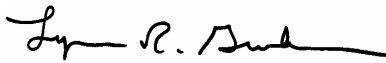
In addition, we will have an online demonstration of *My Health Manager by Medica* to show you how easy it is to get involved with the program. We will answer questions you may have. As another incentive to encourage your attendance at the meetings and participation in *My Health Manager by Medica*, there will be donated, healthy living related door prizes.

And –Attention all MCHA Medicare supplement policyholders —

A special meeting will be held between 5:30 and 6:30 p.m., prior to the 7 p.m. general membership **Campaign for Healthy Living** meetings. This meeting will offer information on Medicare Advantage Plans and Medicare Part D open enrollment options you will have, beginning November 15, 2007 through December 31, 2007—as an alternative to your current MCHA Medicare supplement policies. Many of these options are less costly and sometimes more comprehensive than are MCHA's policies. See the pink enclosure, in this mailing, for more information.

Hope to see you at one of the five MCHA membership meetings described in this letter. We would appreciate an RSVP at 1-866-476-7421 to let us know which of the membership meetings you plan to attend.

Sincerely,

A handwritten signature in black ink, appearing to read "Lynn R. Gruber". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lynn R. Gruber
President, MCHA

enclosures