

**From Blue Cross Blue Shield of Michigan**

October 9, 2009

Dear Doctors:

Blue Cross Blue Shield of Michigan has recently been made aware that one of our business partners, the Blue Cross and Blue Shield Association, experienced an unauthorized transfer of data. An employee transferred provider data information onto a personal laptop, in violation of BCBSA's established data security policies. Subsequently, the employee's laptop containing the unencrypted provider data was stolen.

As part of a national program, BCBSA maintains a database of Blue Plan providers so that members may obtain health care services while traveling or living in another service area.

The unauthorized transfer of data included the following data elements:

Provider name	Address	Provider Tax ID#	NPI#	SSN#
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We are notifying you of this incident because our records indicate that your Social Security number was on the data file. Although there has been no indication that the data has been used improperly, BCBSA is offering you free credit monitoring for one year provided by ConsumerInfo.com, Inc, an Experian<sup>®</sup> company\*.

ConsumerInfo.com's credit monitoring membership can be activated by visiting **partner.consumerinfo.com/bcbs** and entering in the following activation code:

**<Experian Code>**

You may also enroll by contacting Experian's Customer Care representatives at 866-252-0121. **Enrollment must be completed by December 31, 2009.**

Your complimentary 12-month Triple Alert<sup>SM</sup> membership includes:

- Daily monitoring and timely alerts of key changes to your credit reports. You will be notified of activities such as notification on new inquiries, newly opened accounts, delinquencies, public records or address changes.
- Toll-free access to a dedicated team of Fraud Resolution Representatives who will help you: resolve problems associated with credit fraud or identity theft; contact credit grantors to dispute charges, close accounts if need be, or compile documents; and contact all relevant government agencies.
- \$25,000 in identity theft insurance coverage (\$10,000 for New York state residents) with zero deductible provided by Virginia Surety Company, Inc. for eligible identity theft expenses. (Coverage is not available in U.S. overseas commonwealth or territories.)

If you have questions about Triple Alert, or you suspect or have identified fraudulent or unauthorized activity, please contact Experian's Customer Care at 866-252-0121.

**Please be aware, Experian can only answer questions about the Triple Alert product.**

The Blue Cross and Blue Shield Association, along with Blue Cross Blue Shield of Michigan and Blue Care Network, take the responsibility of protecting your information very seriously, and

sincerely regret this incident. We require all of our business partners to follow accepted privacy and security practices for the health care industry. Although we currently use secured software to transfer information to BCBSA, and BCBSA has security policies to keep your information secure, we are discussing extra steps we can take with them to ensure this doesn't happen again. We know that you entrust us to protect your information, and we are committed to preventing this from occurring again.

If you have general questions that are not specific to Experian's services, please call BCBSM Provider Inquiry at 877-258-0167, or BCN Provider Inquiry at 800-255-1690.

Sincerely,



Thomas Simmer, M.D.  
Senior Vice President and  
Chief Medical Officer  
Blue Cross Blue Shield of Michigan



Marc Keshishian, M.D.  
Senior Vice President and  
Chief Medical Officer  
Blue Care Network

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