



are covered
by WellPoint's
affiliated
health plans

WellPoint at a Glance

WellPoint works to simplify the connection between Health, Care and Value. We help to improve the health of our communities, deliver better care to members, and provide greater value to our customers and shareholders. WellPoint is the nation's largest health benefits company in terms of medical enrollment, with more than 33 million members in our affiliated health plans, and a total of more than 69 million individuals served through our subsidiaries.

**Key
Financial
Metrics:**

\$57.8

Operating Revenue
(dollars in billions)

15.3%

Selling, General and
Administrative Expense Ratio

33.3 Million

Medical Members

WellPoint's affiliated health plans have among the most diverse customer bases in the industry.

83.2%

Benefit Expense Ratio

\$185*

Claims and Administered Benefits
(dollars in billions)

*Approximate total claims paid for commercial and consumer business, fully insured and self-funded; the Federal Employee Program; and claims administered through our National Government Services business unit.

**Customer Base
in Affiliated Plans:**

Individual

Individual customers under age 65 and their covered dependents.

Local Group

Employer customers with less than 5% of eligible employees located outside of the headquarter state, as well as customers with up to 5,000 eligible employees.

National Accounts

Generally multi-state employer groups primarily headquartered in a WellPoint service area with at least 5% of the eligible employees located outside of the headquarter state and with more than 5,000 eligible employees. Some exceptions are allowed based on broker relationships.

Senior

Medicare-eligible individual members age 65 and over who have enrolled in Medicare Advantage, a managed care alternative for the Medicare program, or who have purchased Medicare Supplement benefit coverage.

State Sponsored

Eligible members with state-sponsored managed care alternatives for the Medicaid and State Children's Health Insurance programs that we manage.

BlueCard®

BlueCard host members represent enrollees of Blue Cross and/or Blue Shield plans not owned by WellPoint who receive health care services in our Blue Plan markets.

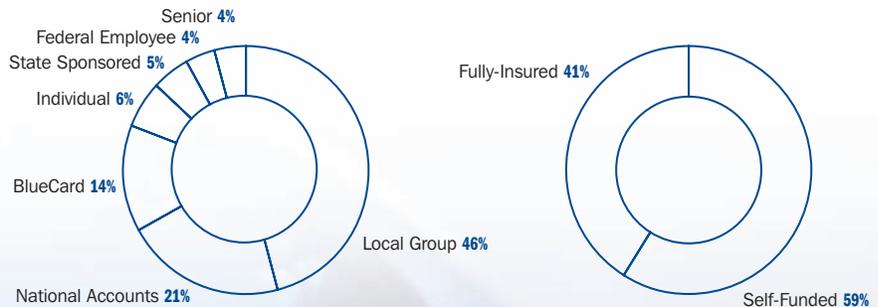
Federal Employee Program (FEP)

United States government employees and their dependents within our geographic markets through our participation in the national contract between the Blue Cross Blue Shield Association and the U.S. Office of Personnel Management.

Specialty

Our plans offer Behavioral Health, Life, Disability, Dental and Vision products which provide administrative efficiency and enhanced product value.

Blue Licensed Subsidiaries:



Customer Base:

2010 Medical Membership (in millions)

Local Group	15.2
National Accounts (including BlueCard)	11.7
Individual	1.9
State Sponsored	1.8
Federal Employee Program	1.4
Senior	1.3

2010 Specialty Membership

Behavioral Health	24.0
Life and Disability	5.2
Dental	4.0
Managed Dental (Including DeCare)	4.3
Vision	3.5
Medicare Part D	1.2

Blue Cross and/or Blue Cross Blue Shield Licensees*:

California	Indiana	Nevada	Virginia
Colorado	Kentucky	New Hampshire	Wisconsin
Connecticut	Maine	New York	
Georgia	Missouri	Ohio	

*Service areas include these states and/or portions of these states

Mission: To improve the lives of the people we serve and the health of our communities.

Promise: We simplify the connection between health, care and value.

Values: Customer First
Integrity
Personal Accountability for Excellence
One Company, One Team
Continuous Improvement