



January 16, 2009

VIA: Certified Return Receipt

Amy Cheslock,  
Vice President, Health Services  
BlueCross BlueShield  
3350 Peachtree Road, NE  
Atlanta, GA 30326

Dear Ms. Cheslock,

Primary Care Physicians Independent Practice Association, Inc. (“PCPIPA”) is disappointed with BCBSGa’s decision to terminate the Preferred Provider Group Agreement and Primary Care Group Physician Agreement. The Termination Notice states that “To date, we have been unsuccessful in obtaining a mutually agreeable arrangement. It is for this reason that Blue Cross and Blue Shield of Georgia, Inc. and Blue Cross Blue Shield Healthcare Plan (collectively BCBSGa) have made the determination to terminate its current Agreements with the IPA.”

BCBSGa’s representative did not attempt to negotiate the non-financial terms with PCPIPA’s representative which were forwarded in October, 2007 to BCBSGa nor did BCBSGa’s representative respond to the financial term counter-proposals from PCPIPA’s member practices. The BCBSGa representative did inform PCPIPA that he decided to negotiate with individual practices for the Blue Open Access Product. So there were no discussions, despite numerous requests by PCPIPA, to arrive at a mutually acceptable arrangement between BCBSGa and PCPIPA. A new agreement could have been completed if discussions began early in 2008 and responses to financial terms communicated to the member practices.

BCBSGa and PCPIPA have worked together for the past thirteen years. BCBSGa’s HMO product was built on this cooperative arrangement. We request that BCBSGa reconsider its position and reestablish its relationship with PCPIPA. PCPIPA would appreciate the opportunity to discuss a continuation of its relationship with BCBSGa. I may be contacted at 866-472-7472.

Sincerely,  
Primary Care Physicians Independent Practice Association, Inc.

Joel S. Duhl  
Executive Director

cc: Monica Manocha, PCPIPA President  
Board of Directors