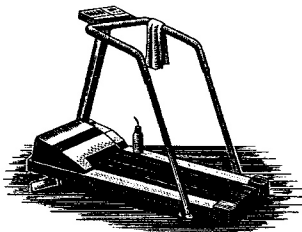
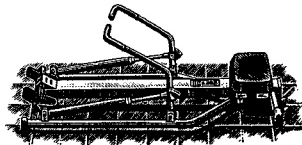
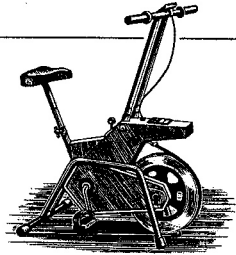


IF YOU'VE EVER BEEN IN AN AMBULANCE, YOU'LL KNOW WHY WE ENCOURAGE ALTERNATIVE MODES OF TRANSPORTATION.

The siren is very loud. The lights are very bright. You can't see out the windows, so you don't know exactly where you are. Yet you know exactly where you're going. Several thoughts, remarkable in their clarity, pass through your mind. Good intentions and bad choices. Exercise and diets. I'm too young and I shouldn't be

here. If this sounds overdramatized to you, we'd venture a guess that you've never been in an ambulance. It is, unfortunately, all this and more. Rather than telling you something



you already know, like how a better lifestyle can lead to better health, we're here to tell you something you might not know. Like how, by choosing Tufts Health Plan, you've already taken

the first step toward a better lifestyle. As a member of Tufts, you're automatically enrolled in a fitness center and the Diet Workshop®. All you need to do is select a facility. And with 56 fitness centers in the area, and 500 Diet Workshop classes meeting weekly, that should be easy. So, while no

one does more than Tufts to keep you healthy, the rest is up to you. Because the more you walk, run, pedal or row, the less your chances of being taken for a ride.

This is the second in a series of messages for Tufts members. You'll soon see more messages. Some covering our services. Others with health tips.

Meanwhile, call 1-800-56-HEALTH for more information. And stay tuned. Because now even our advertising is designed to keep you healthy.

Fitness and diet information for Tufts members.

2

Number Two in a Series.

TUFTS HEALTH PLAN

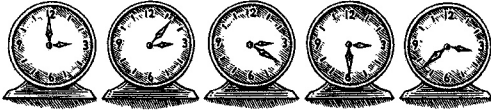
No one does more to keep you healthy. 1-800-56-HEALTH

DO SOME COMPANIES CALL IT AN 800 NUMBER BECAUSE YOU HAVE TO CALL 800 TIMES BEFORE YOU GET THE ANSWER YOU NEED?

In these days of computer chips, voice mail systems and information

of voice mail options. All of which compels you to call back

help you select a new fitness center. Or help you switch your



You have a question so you make a call and are connected to voice mail.

You call back, figure out the voice mail, only to discover you're connected to the wrong department.

You call back, get the right department, only to be put on hold.

You call again, ask not to be put on hold, only to be told the person you need has stepped out for a minute.

You call back again, get the right person, only to be told to call back next week because the answer you need will take a little time.

again and again and, well, you get the idea.

As a member of Tufts, however, you only need to call our 800 number once to get the answer

doctor. Plus a good bit about treating people with common decency and respect. Something

a computer chip, even one zooming down the information superhighway, isn't much good for.

You can speak

with one of our Customer Relations Coordinators anytime from 8:30 AM to 5:00 PM, Monday through Thursday, and from 10:00 AM to 5:00 PM on Friday. All you need to do is call 1-800-56-HEALTH. Once.

superhighways, a simple phone call to ask a simple question no longer seems quite so simple.

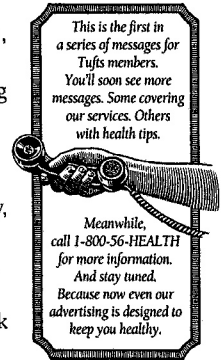
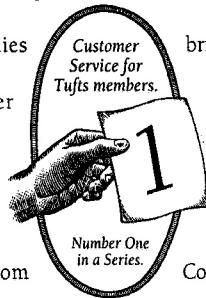
Granted, most companies have toll-free customer service numbers. But, more often than not, you'll be transferred from

department to department or enmeshed in a maddening tangle

you're looking for. Our secret? One hundred and one of the

brightest and best-informed people you're never likely to meet. They're called Customer Relations Coordinators. And they know

everything there is to know about Tufts Health Plan. Like how to



This is the first in a series of messages for Tufts members. You'll soon see more messages. Some covering our services. Others with health tips.

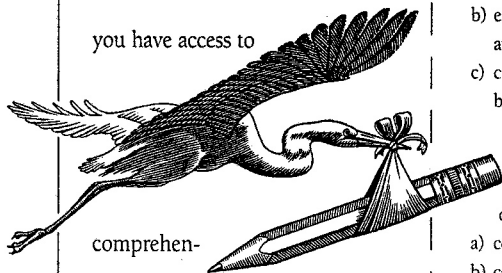
Meanwhile, call 1-800-56-HEALTH for more information. And stay tuned. Because now even our advertising is designed to keep you healthy.

TUFTS HEALTH PLAN

No one does more to keep you healthy. 1-800-56-HEALTH

TAKE THIS HOME PREGNANCY TEST.

It's reassuring to know that as a member of Tufts Health Plan, you have access to



comprehensive OB/GYN benefits. So if you're pregnant or thinking about becoming pregnant, you're in good hands. It's also reassuring to know how much you know about being pregnant. So take a minute and take this test. (See the end of this ad for answers.)

1. You should stop drinking alcohol and smoking:
 - a) before conception
 - b) as soon as you're absolutely sure that you are pregnant
 - c) at some point during the first few months of your pregnancy

2. If you have morning sickness during

your pregnancy you should:

- a) eat three large meals a day and let your stomach rest between each meal
- b) eat five or six small meals a day to avoid an empty stomach
- c) continue the eating habits you had before becoming pregnant

3. Taking .4 mg. of folic acid (an over-the-counter supplement) per day can help prevent:

- a) cesarean deliveries
- b) certain debilitating birth defects, such as spina bifida
- c) extreme weight gain

4. If you have diabetes, high blood pressure, seizure disorders, or any inherited diseases, you should:

- a) make sure you speak with your doctor before conception
- b) tell your doctor soon into your pregnancy
- c) not be overly concerned, there's no need to tell your doctor

5. Exercising while pregnant is:

- a) good in moderation without becoming short of breath
- b) not a good idea, avoid exertion of any kind
- c) good, you can exercise and do everything you did when you weren't pregnant

Check your answers. Although you probably know more than you

thought you did, there's even more you can learn. We can help. If you're a Tufts member who's pregnant, talk to your obstetrical care provider or call us about receiving a free copy of *What to Expect When You're*

Expecting, one of the most comprehensive books on pregnancy.

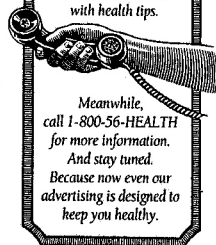
And we also have

a program designed to identify women at risk and assist them in taking the steps necessary

to help avoid premature delivery. So please speak to your doctor or call 1-800-56-HEALTH for more information. Because no one does more to keep you and your baby healthy.

This is the third in a series of messages for Tufts members. You'll soon see more messages. Some covering our services. Others with health tips.

Meanwhile, call 1-800-56-HEALTH for more information. And stay tuned. Because now even our advertising is designed to keep you healthy.



ANSWERS: 1a, 2b, 3b, 4a, 5a

TUFTS HEALTH PLAN

No one does more to keep you healthy. 1-800-56-HEALTH