

SECRETARY OF THE S
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Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant name
Policy Impact Communications, Inc.

2. Address Check if different than previously reported
1401 K Street, N.W., Suite 600
Washington DC 20005 US

3. Principal place of business (if different than line 2)
City _____ State/Zip or Country _____

4a. Contact Name Mr. John Drew Hiatt	b. Telephone number 202-737-5339	c. E-mail info@policyimpact.com	5. Senate ID # 31758-51
7. Client Name <input type="checkbox"/> Self Regence BlueCross BlueShield			6. House ID # 3375502

TYPE OF REPORT 8. Year 2006 Midyear (January 1-June 30) OR Year End (July 1-December)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____ 11. No Lobbying Acti

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000

\$10,000 or more ⇨ \$ _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting were:

Less than \$10,000

\$10,000 or more ⇨ \$ _____

14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options

Method A. Reporting amounts using LDA definitions of

Method B. Reporting amounts under section 6033(b)(8) Internal Revenue Code

Method C. Reporting amounts under section 162(e) of Internal Revenue Code

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Signature John Drew Hiatt Date 6/15/2007

Printed Name and Title John Drew Hiatt, Executive Vice President

Registrant Name Policy Impact Communications, Inc.

Client Name Regence BlueCross BlueShield

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code GOV - Government Issues (one per page)

16. Specific lobbying issues

Issues related to health care policy and reform.

17. House(s) of Congress and Federal agencies contacted None House Senate Other

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
William Nixon	
John Drew Hiatt	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature John Drew Hiatt Date 6/15/2007

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Printed Name and Title JOHN DREW HALL, EXECUTIVE VICE PRESIDENT

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Registrant Name Policy Impact Communications, Inc.

Client Name Regence BlueCross BlueShield

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code HCR - Health Issues (one per page)

16. Specific lobbying issues

Issues related to health care policy and reform.

17. House(s) of Congress and Federal agencies contacted None House Senate Other

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
William Nixon	
John Drew Hiatt	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

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Registrant Name Policy Impact Communications, Inc. Client Name Regence BlueCross BlueShield

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different than line 20)

City

State/Zip

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues that **no longer** pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ow: perc clie

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, affiliated organization

Signature

John Drew Hiatt

Date

6/15/2007

Printed Name and Title

John Drew Hiatt, Executive Vice President

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