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APRIL 2010
VIRGINIA LOCAL
GROUP

PRINT FEEDBACK



Advisor Update

IN THIS
ISSUE...

Save the Date: Virginia CE Days!

We've finalized the dates and locations for the **2010 Virginia Continuing Education (CE)** training seminars. Each day will begin at 8 a.m. and conclude at 4:30 p.m. Sorry, partial day attendance will still require payment of the full day's fee.

Please note: Fees, topics, agenda, speakers and so forth, have NOT been finalized at this time. We are simply providing the dates to help you plan your summer schedule. We will communicate all details when the registration site is ready to accept your online registration.

The dates and locations for this year's CE sessions are as follows:

JULY 13 Hilton Garden Inn Fairfax
3950 Fair Ridge Drive
Fairfax, VA 22033
Phone: (703) 385-7774

JULY 15 Sheraton Roanoke Hotel & Conference Center
2801 Hershberger Road
Roanoke, VA 24017
Phone: (540) 563-9300

JULY 27 Holiday Inn Virginia Beach-Norfolk Hotel & Conference Center
5655 Greenwich Road
Virginia Beach, VA 23462
Phone: (757) 499-4400

JULY 29 Holiday Inn Select Koger Conference Center
1021 Koger Center Boulevard
Richmond, VA 23235
Phone: (804) 379-3800

- Save the dates for upcoming CE training
- Enrollment brochures have an all-new look
- Register to participate in Anthem's stay covered member age-in initiative
- Renewal flyers and group trend reports now on Broker Services portal
- Tax credit correction for small groups
- Top honors for diversity and advancement of women
- Anthem LemonAid, get your office involved
- Visit our 75th anniversary microsite

Our Enrollment Brochures Get an All-New Makeover

Coming in July for Anthem HealthKeepers and Anthem KeyCare products

Giving customers the information they want in the way they want to see it can lead to fewer surprises later. Recently, we conducted focus group sessions with our members to learn more about what type of information they want to help them make more informed choices. Based

on the feedback we received, we developed new enrollment brochures.

Here's what you can expect to see for July 2010 Anthem HealthKeepers and KeyCare brochures:

- welcome letter (standard or custom, based on the group's need)
- overview of what members should consider when deciding on types of coverage
- expanded content about our health and wellness programs
- more details about our online tools and resources and the value of online registration

Plus, you'll still see all of the content you're used to seeing in our brochures, such as the "Ins and Outs of Coverage," which detail the product limitations and exclusions. Finally, we've expanded the brochures to include certain disclosures, such as member rights and responsibilities and the HIPAA notice, which the National Committee for Quality Assurance asks us to convey at the time of plan selection.

The new brochures will work in concert with various inserts, such as benefit summaries, prescription drug flyers, and so forth. But, we've taken things one step farther. Now, the new enrollment brochures, including the appropriate inserts, will be bound into a single document by our new print-on-demand process. This means that if your group purchases medical, prescription drug and vision coverage, for example, the coverage information will all be bound and contained within one convenient book.

You'll continue to submit your orders for materials just as you do today. Our fulfillment teams will coordinate building the enrollment books for you. However, there will no longer be a stock number associated with the enrollment books, because they are built to order, one at a time. Therefore, when you place an order, simply indicate on the order form that you want the July 2010 version of an HMO or PPO enrollment book, and then request the applicable benefit summaries and any other flyers that need to be included.

The new brochures will be available for order beginning Monday, May 3rd. Here's a sneak peak at a sample of the all-new [Anthem KeyCare brochure](#).

Register to Participate in Anthem's Stay Covered Member Age-In Initiative

In 2009, Anthem Blue Cross and Blue Shield launched several initiatives aimed at helping members transition into consumer-based plans when they lose their group-sponsored coverage. One of those initiatives is the Member Age-in program, which targets current group members who are approaching Medicare eligibility.

Recognizing that many members lose their group-funded plans when they become eligible for Medicare, we've designed the new Member Age-in program to ensure that current members have the assistance they need to make an informed decision regarding their Medicare options.

The Age-in program involves three key components:

- **First, agents can opt in** to obtain a list of their members who are turning 65. This list will be mailed to the agent of record.
- **Second, a mailing will be sent** to each member.
 - **Small Group** members will receive a full enrollment kit for the most popular Anthem Medicare plan in the member's area. Agents have the option of having their contact information included in the Small Group mailing materials.
 - **Large Group** and **National Account** members will receive a "Medicare Solutions" direct mail piece. A copy of the mailer has been attached to this email.
- **Finally, our internal sales team will follow up** with an outbound phone call to members two months prior to their birth date (if an application has yet to be received in house).

If a member is already working with an agent, we will encourage the member to continue working with his or her agent and graciously exit the call. Additionally, our representatives will not pursue discussions with current members who indicate that they will remain on their employer-sponsored plan upon turning age 65.

The current program targets only Small Group members (2-50) in most Anthem states. **Beginning in April 2010, we'll enhance the program to include Virginia Small Group, Large Group (group size 51+) and National members.**

Due to a HIPAA mandate, agents must opt in to the program to:

- Receive a list of their turning-65 members
- Have their contact information included in the Small Group member mailings

Agents may opt in online at the following web site: <https://www.fofgroup.com/BrokerSurvey2>. It only takes a few moments to get started!

Please note that if a member resides in an area where a Medicare Advantage (MA) plan will be offered, the agent will need to be MA certified in order for Anthem to include his/her contact information on the member letter.

We want our agents to have the first opportunity to contact members who are planning to retire and/or leave their employer-sponsored plan and to help them assess their coverage options as they approach Medicare eligibility.

Don't Delay! [Click here](#) and register today! A great opportunity exists in the Senior market, and we hope you take advantage of this marketing program.

If you have any questions, please contact your Regional Sales Manager or Broker Services at 1-800-225-3611 or Agent.Services@WellPoint.com.

Renewal Flyers and Group Trend Reports on Broker Services

You'll now find Group Renewal Flyers and Group Trend Reports listed under Agent Information when you log into Broker Services, the secure broker portal on www.anthem.com. To obtain access to Broker Services, you must first register. If you haven't already registered, [click here](#) for more details on how to do so.

Correction: Tax Credit for Small Groups

Please note that in order to qualify for the 2010 small group tax credit, an employer must not employ more than 25 employees and the average annual compensation of those employees must not exceed \$50,000. This amount was misstated in an earlier communication.

As a reminder, the IRS recently released materials for those wishing to claim the small business health care tax credit. A provision of the Patient Protection and Affordable Care Act (PPACA), this tax credit is designed to encourage small groups to offer health care coverage for the first time or maintain the coverage they already have. It will likely provide assistance to about 4 million small businesses.

This tax credit can be significant for a qualifying small group. In 2010, the maximum credit is 35 percent of employer-paid premiums; for tax-exempt organizations, the maximum is 25 percent of employer-paid premiums. In 2014, the maximum increases to 50 percent of employer-paid premiums; for tax-exempt organizations, it increases to 35 percent of employer-paid premiums.

Top Honors for Diversity and Advancement of Women

Our parent company was recently recognized by four highly respected organizations for its policies and practices that promote diversity and inclusion and encourage the professional advancement of women and people of color.

- The National Association of Female Executives (NAFE) ranked our parent company number one on their 2010 list of **Top 50 Companies for Executive Women** in the U.S. The award recognizes American corporations that have moved women into top executive positions and created a culture that identifies, promotes and nurtures successful women. This is the second year in a row we have received this award.
- DiversityInc Magazine announced its annual Top 50 Companies for Diversity in March 2010. More than 400 companies participated in the survey. Our parent company will be

featured in the magazine's June 2010 issue as one of DiversityInc's **Top 50 Companies for Diversity**. "This list represents the businesses that treat diversity as an ethical, moral priority and a powerful business tool," said Luke Visconti, Chief Executive Officer of DiversityInc. This is the third consecutive year that we have made the Top 50 list.

- At this year's LATINA Style Awards Ceremony & Diversity Leaders Conference in Washington D.C., LATINA Style magazine presented our parent company with the 2009 award as one of the **Top 12 Companies for Latinas**. LATINA Style takes pride in recognizing companies that provide the best career opportunities for Latinas in the U.S. This is the second consecutive year we have been recognized by LATINA Style. This is the 2nd consecutive year we have received this honor.
- Profiles in Diversity Journal honored our parent company in its January/February issue with a **2010 Diversity Leader Award** for demonstrating outstanding diversity communication practices during the past year. The magazine focuses on diversity and inclusion in business, government, health care, non-profit, higher education and military settings. This is the third consecutive year we have been recognized with this award.

These are just a sampling of the multiple honors our parent company has received in recent years for our diversity and inclusion practices. "We continue to innovate and implement diversity and inclusion policies that expand opportunities for our associates and improve the service we provide to our customers," said Linda Jimenez, Chief Diversity Officer and Staff Vice President, Diversity & Inclusion.

Community Corner

Interested in making Anthem LemonAid your business? Enter the 2010 Office Challenge.

Anthem LemonAid, scheduled for the weekend of July 16th - 18th, is an annual event in which we team up with Children's Miracle Network for a good cause - fighting pediatric cancer. This annual event has grown over the years to include not only the Richmond area, but also Roanoke and the Tidewater area as well.

Last summer, more than 1,200 stands popped up throughout the state and participants raised \$110,000 leading to \$367,000 raised overall. All funds raised go directly to the Children's Hospital and VCU Children's Medical Center.

Want to help make a difference? Get your office involved. To enter your office please mail or email a photo of your stand and the total funds raised to include your company name and contact information by Friday, July 30, 2010 to:

Children's Miracle Network Richmond

2924 Brook Rd

Richmond, VA 23220

OR email to:

dkocubinski@chva.org

The company that raises the most dollars to help us "put the squeeze" on childhood cancer will win a prize. Winners will be notified by phone. (Please note that photos will not be returned.)

Visit Anthem's 75th Anniversary Celebration Microsite

Anthem has a rich history and tradition of serving generations of Virginians. Please join us in recognizing our 75th Anniversary of serving the people and businesses of Virginia - a celebration of health and wellness across the state. Visit our special 75th anniversary "microsite" at <http://www.anthembcbs-va.com/> to find 75 Tips for Better Health, information about our history, a special video message from our president, Burke King, and much more.

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