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MAY 2010

VIRGINIA LOCAL GROUP

PRINT FEEDBACK



Advisor Update

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COBRA Subsidy Program Extended to May 31

The eligibility period for the COBRA subsidy program has been extended to May 31, 2010. Individuals who are involuntarily terminated from employment through May 31, 2010, are eligible for the subsidy available under the American Recovery and Reinvestment Act of 2009 (ARRA).

State Continuation Impact

The length of time assistance-eligible individuals can continue with state continuation subsidy may vary based on the state they live in. Eligibility for the subsidy will be equal to or less than the number of months that the state allows continuation.

Rules Regarding Reduced Hours Qualifying Events

Any individuals who experienced a qualifying event that reduces hours of employment (occurring on or after September 1, 2008) and who later are involuntarily terminated from employment as defined by ARRA between March 2 and May 31, 2010, are eligible for the subsidy if they are otherwise an assistance-eligible individual (AEI). This new rule only applies to periods of coverage beginning after March 2, 2010 (that is, if the COBRA coverage period typically begins on the first of the month, the first subsidized COBRA coverage period would not begin until April 1, 2010).

NOTE: Although the involuntary termination of employment is treated as the qualifying event that triggers eligibility for the subsidy, the applicable COBRA period is measured from the date of the reduced hours of employment.

IMPORTANT: This new rule does not provide a new COBRA period to AEIs whose COBRA period has already expired simply because they are involuntarily terminated from employment between March 2 and May 31, 2010.

AEIs are not required to pay for any period of coverage between the date of the reduced hours of employment and the first period of COBRA continuation coverage following the subsequent involuntary termination of employment. Any break in coverage between the reduced hours and the involuntary termination of employment is not treated as a "break in coverage" for HIPAA portability purposes.

Action plan for State Continuation

- We will continue to accept the existing model notices and attestation forms without the May 31 extension information on them.
- We will issue updated model notices or attestation forms

- COBRA Subsidy Program Extended to May 31
- New Computer-Based Tool Helps Survivors Move Forward After Cancer
- Introducing a Member Forum for an Open, Honest Dialogue about Health Care
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- Bob Harper Webcast for Members - Make Health a Daily Habit
- Reminder: Save these Dates for CE Training

- only upon request from our clients.
- We will inform small groups of this plan through email.

If you have any questions, please contact your sales representative.

New Computer-Based Tool Helps Survivors Move Forward After Cancer

Life is never the same once you have cancer. That's why we are pleased to participate in Journey Forward (www.JourneyForward.org). While we pay more than \$2 billion in breast cancer claims alone each year, we augment that support through compassionate service and programs such as Journey Forward.

Cancer patients and doctors are finally getting on the same page about cancer survivorship, thanks to a free new tool that can benefit anyone who has been diagnosed with cancer.

Journey Forward, a collaboration among the National Coalition for Cancer Survivorship (NCCS), the UCLA Cancer Survivorship Center, our parent company, and Genentech, has released a new computer-based tool that enables anyone diagnosed with any type of cancer to have his or her medical history, cancer treatment summary and a post-treatment survivorship care plan captured in one place - a customized Survivorship Care Plan.

These plans help improve coordination of care for cancer survivors throughout their lives, and they help survivors and their loved ones understand their cancer treatment and follow-up needs. Survivorship Care Plans also put survivors in a better position to advocate for themselves, monitor their health and participate in decisions about their future care.

"When my cancer treatment plan was set out for me by my oncologist and her medical team, I put my body in their capable and caring hands," said Debra Becker, a breast cancer survivor.

"After I completed my treatment, I received a Survivorship Care Plan, which charts a course so I can feel like I'm taking charge of my health, my life, again," said Becker. "It's very empowering."

Becker's oncologist, Dr. Tracey Weisberg, who specializes in breast cancer at the Maine Center for Cancer Medicine, started using the Journey Forward tool with a handful of breast cancer patients, and she plans to have 100 percent of her center's cancer patients using the program by the end of the year.

"Journey Forward is a powerful example of how collaboration amongst health benefit plans, academic institutions, pharmaceutical companies, national patient care coalitions and physicians can address one of the most important areas of medicine - cancer care with a focus on the Journey Forward for individuals with cancer," said Dr. Sam Nussbaum, executive vice president and Chief Medical Officer of WellPoint.

"This online resource can help ensure that each patient receives highly coordinated state-of-the-art cancer care and is informed of and shares in the vital decisions that they and their physicians will make in their Journey Forward."

Introducing a Member Forum for an Open, Honest Dialogue about Health Care

Over the past year, there has been a lot discussion regarding health care reform and the impact of the upcoming changes on every one of us. We realize the high degree of anxiety and concern during this time of change. Everyone is asking, "What will this mean for me?"

In our efforts to create a straight-forward, honest dialogue with your clients and their employees, we have created a forum called healthychat.com. This site is an interactive place where our members, employers, providers and the general public can participate in an open dialogue about health benefits and the impact of health care reform.

healthychat.com is unique in that it is entirely driven by your clients, their employees and other customers. Customers will have the opportunity to rate content, and future content will be developed based on the feedback. Customers will be invited to post questions relevant to them

personally and can expect a response within one business day.

As users' needs and inquiries change, so will the site. New content and video will be updated on a regular basis. **healthychat.com** will also include social media components such as Facebook to allow users to engage with us in a more direct, open dialogue about what concerns them most.

Member Survey Shows High Satisfaction, Real Value with 360° Health®

Employers that participate in our 360° Health programs will be thrilled to learn that their employees are not only highly satisfied with these programs, they also find real value in the programs as they manage their health. As you can see from the program results below, based upon our quarterly member satisfaction surveys, adding our 360° Health programs has made a definite, positive impact on participating members.

ConditionCare - an effective outreach program to members with diabetes, chronic obstructive pulmonary disease (COPD), heart failure, asthma or coronary artery disease

- Three out of four program participants feel more confident about managing their condition as a result of participating in a ConditionCare program.
- 93 percent of those who spoke with a nurse coach rate their experience as excellent

24/7 NurseLine^(SM) - phone-based service to answer member health and wellness questions, any time, day or night

- 90 percent felt better about their health plan because of the program availability
- 92 percent say they followed the nurse's recommendation after their call

ComplexCare - helps members with serious medical conditions and supports their physician's treatment plan

- 95 percent find the program very valuable or extremely valuable
- 88 percent rate the program as either "very good" or "excellent"

Future Moms - information and support to help expecting mothers make healthy decisions

- 99 percent say they would recommend the program to others
- 93 percent rate the program as excellent or very good

For additional information on our 360° Health programs, please contact your sales representative.

Source: Q2 2009 Member Satisfaction Study, Health and Wellness Solutions

Reminder: Opt in to Participate in Member Age-in Initiative

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

In April, we notified you of the enhancement to the existing Member Age-In program to include Virginia Small Group (size 2-50), Large Group (size 51+) and National Account members. As you may remember, the Member Age-In program is an initiative aimed at helping group members who are approaching Medicare eligibility. We want to ensure those members are aware of the Medicare plans that we offer in their area.

Currently, agents can opt in online to obtain a list of their members who are turning 65 or to have their contact information included in the Member Age-In mailings. Agents may opt in online at the following website: <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.)

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 Member Age-In mailings

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.

If you have any questions, please contact the Broker Sales and Retention Unit at 1-800-225-3611 (follow the prompts and select option 1) or contact your Individual Business Regional Sales Manager.

Reminder to 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

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