

To view this email as a web page, go [here](#).

To ensure delivery to your inbox, add the sender to your safe list or address book.
For instructions on how to add this to your address book, please go [here](#).

VIRGINIA EDITION
JUNE 2008

 PRINT

Anthem Advisor Update

IN THIS
ISSUE...

Anthem Holiday

Please note that our offices will be closed on Friday, July 4th, in observance of Independence Day.

Save the Date and Earn Your CE Credits

Mark your calendar for our full day of Continuing Education (CE) classes. Please note that the locations are the same as last year's:

- Oct. 21 - Western Region - Holiday Inn Roanoke
- Oct. 23 - Mid-Atlantic Region - Hilton Garden Inn-Fairfax
- Oct. 28 - Eastern Region - Norfolk Waterside Marriott
- Oct. 30 - Central Region - Crowne Plaza Richmond West

Stay tuned for more details to come. Online registration details will be forwarded in September for this popular event.

Save the Date for September's Regional Meetings

Once again, our September Regional Broker meetings are approaching, and we have some surprises in store for you! We'll send more details later, but for now, please mark your calendars for the date of the meeting nearest you:

- September 16 - Western Region - Roanoke Plaza (formerly the Wyndham)
- September 18 - Mid-Atlantic Region - Location To Be Determined
- September 23 - Central Region - Sheraton Richmond West, Richmond
- September 24 - Eastern Region - Norfolk Waterside Marriott

- [CE dates](#)
- [September Regional Meeting Dates](#)
- [Group Product Enhancements and Changes](#)
- [New Group Product Renewal Flyers](#)
- [New Well Baby Visit at 30 Months](#)
- [Refined Preventive Health Care Benefit](#)
- [Advanced Diagnostic Imaging Copay Increase for HMOs](#)
- [Retail Pharmacy Supply Limit Changes](#)
- [Mandatory Generic Cost Share](#)
- [Drug Tier Definitions](#)
- [Member Liability with Diagnostic Tests](#)
- [Value-Added Association Changes](#)
- [HSA Updates](#)
- [New Healthy Lifestyles Buy-up Option \(100+ only\)](#)
- [Pharmacy News](#)
- [New President of Individual Business Named](#)

Group Product Changes and Enhancements

Beginning October 1, 2008 (unless otherwise noted), we are making several product enhancements and changes for new and renewing Group business. We've touched on some highlights below. However, for details about legislative changes, contract language changes, and other information, please click on and read the following revised renewal flyers:

- [Anthem KeyCare Renewal Information for Benefits Managers](#)
- [Anthem BlueCareCare Renewal Information for Benefits Managers](#)
- [Anthem HealthKeepers Renewal Information for Benefits Managers](#)

New Well Baby Visit at 30 Months of Age

Recommendations for preventive pediatric health care are designed for the care of children who have no manifestations of any important health problems and are growing and developing in satisfactory fashion. This past March, the American Academy of Pediatrics (AAP) revised its recommendations for well baby visits to include an additional well baby visit at 30 months of age. The AAP further revised the recommendations to include a well baby visit at 3-5 days of age, a change from the previous recommendation of 2-4 days of age. This benefit enhancement is effective immediately on all Group health products in all market segments.

NOTE: In last month's newsletter, we announced that for our Individual members who have plans that include Preventive Care and Immunizations for Children, or who have this optional rider on their plan, this change became effective for dates of service on or after May 15, 2008.

Refined Preventive Health Care Benefit on All Group Health Products

Two years ago, we enhanced our routine wellness benefits to support our focus on health and wellness by removing limits on wellness services and covering these services in front of the deductible on deductible plans. Now, we are refining our preventive health care benefit even further by aligning covered preventive care services with recognized appropriate industry standards. In determining which services are considered preventive care, we took into account members of average health risks and the recommendations of the U.S. Preventive Services Task Force, the American Cancer Society[®], the Advisory Committee on Immunization Practices, and the American Academy of Pediatrics and childhood immunizations, as prescribed by the Commissioner of Health.

The Preventive Care Services benefit will continue to include coverage for screenings, immunizations and other services to detect medical conditions in advance. To allow doctors to prescribe the preventive care services appropriate for each individual, frequency and age restrictions will no longer apply to these services. [Please note that "well baby" continues to be defined as children through age 6 under Anthem KeyCare (PPO) and Anthem BlueCare (PAR) plans. Under Anthem HealthKeepers (HMO) plans, "well baby" continues to be defined as children through age 17.] In fact, we are enhancing our preventive care benefit to include eye chart vision and hearing screenings for adults. These changes are effective beginning October 1, 2008 for new and renewing groups.

A particularly noteworthy addition to our preventive care benefit is coverage for colonoscopies to remove polyps. When a colonoscopy is performed and a polyp is removed during the same time of the colonoscopy screening procedure, if submitted as preventive, the services will be considered a preventive service and not a medical service. For members with a deductible plan, this means that the service will be covered in front of the deductible. For Anthem BlueCare and Anthem KeyCare members with the 100% Routine Wellness rider (read further for name change information), this means that the service will be covered at 100%. This is exciting news, and we are pleased to announce this enhancement to our products. This change has minimal impact to pricing and is effective across the board for Group business beginning October 1, 2008.

As a result of this change, the current BlueCare/KeyCare Routine Wellness at 100% rider will be renamed Preventive Care at 100% effective October 1, 2008. The 2-99 PAR/PPO group application will be revised to reflect this change (no impact to the Anthem HealthKeepers (HMO) group application).

Advanced Diagnostic Imaging Services Copay Increase for HealthKeepers Coinsurance Plans (including ALL Deductible plans)

The copayment for advanced diagnostic imaging services (MRI, MRA, MRS, CTA, CT Scan & PET Scan) performed in an office setting will increase from \$100 to \$150. The impact to our customers is minimal, because these services are primarily rendered in a facility setting and, therefore, are subject to a coinsurance (and deductible if applicable). This change impacts all Anthem HealthKeepers (HMO) coinsurance products (including deductible options) in all Group market segments.

Retail Pharmacy Supply Limit Changes from 31 to 30-Day Supply

The retail pharmacy supply limitation is changing from a 31 to a 30-day supply for all Group health products. This change brings Anthem in line with current industry practice for dispensing drugs. Most retail pharmacies dispense a 30-day supply even if a member has a 31-day supply benefit.

Mandatory Generic Member Cost Share

Currently, when a member requests a brand name drug if a generic is available, the member must pay the brand copay plus the difference in the allowable charge between the brand name and generic drug. Beginning October 1, 2008 for new and renewing groups, members will pay the generic copay plus the difference in the allowable charge between the brand name and generic drug. This is a positive change for members in Group health plans. However, this change does not impact Lumenos, Anthem ByDesign or Anthem Limited 30/30 products.

Prescription Drug Tier Definitions

Anthem is revising the prescription drug tier definitions for Group plans. In doing so, Anthem will provide a consistent description of how the National Pharmacy and Therapeutics (P&T) committee assigns tiers. The new definitions will provide flexibility by not restricting what type of drug is placed on a particular tier. For example, a new generic that hits the market can be high cost such as generic Protonix, which costs over \$100. A brand name drug would provide a better overall value to our customers and cost less. In this case, we would want to keep the generic version of that drug on a higher tier until the cost was lowered and would provide a better value to our customers. The following new drug tier definitions will be rolled out at renewal on all of our Anthem HealthKeepers (HMO), Anthem KeyCare (PPO) and Anthem BlueCare (PAR) products:

Prescription Drug Tier Definitions:

- First Tier drugs have the lowest copayment. This tier will contain low cost and preferred medications that may be generic, single source brand drugs, or multi-source brand drugs. .
- Second Tier drugs will have a higher copayment than those on First Tier. This tier will contain preferred medications that may be generic, single source, or multi-source brand drugs.
- Third Tier drugs will have a higher copayment than those on Second Tier. This tier will contain non-preferred and high cost medications. This will include medications considered generic, single source brands, multi-source brands.

Half Tablet Program

We're also implementing a Half Tablet Program that allows Anthem HealthKeepers (HMO), Anthem KeyCare (PPO) and Anthem BlueCare (PAR) members to pay a reduced copayment on selected "once daily dosage" medications. This voluntary program permits members to obtain a 30-day supply (15 tablets) of the higher strength medication when written by the physician to take "½ tablet daily" of those medications on the approved list. The National P & T Committee will determine additions and deletions to the approved list.

Clarifying Member Liability Associated with Diagnostic Tests

When a member has an outpatient diagnostic test at a facility, such as a MRI or Sleep Apnea Test, the medical supplies associated with the test may be billed separately from the test by the provider/facility, which could impact member liability. As a result, we're updating the EOC/Member Booklets for our Anthem HealthKeepers (HMO),

Anthem KeyCare (PPO) and Anthem BlueCare (PAR) products to include a statement under the "What is covered" section to clarify that medical supplies related to diagnostic testing may be billed separately and may change the member's payment responsibilities.

NOTE: In a future newsletter edition, we will cover similar upcoming changes that will impact our Individual products. Stay tuned.

Value-Added Association Changes

The Virginia Association enrollment represents approximately 111,000 contracts and 195,000 members. For many years, this business has been offered "value-added" benefits, which are embedded in our core medical products (for all Group health products in the 2-99 market except Anthem Limited 30/30, Essential and Standard) and currently include the following:

Anthem HealthKeepers (HMO)

- a \$100 reduction in the inpatient copayment*,
- Unlimited Spinal Manipulation & Manual Medical Therapy Services
- Access to a bundled specialty rider option called *AssociationPack*, offered through Anthem Life Insurance Company

* Reduction does not apply to coinsurance products

Anthem KeyCare (PPO) and Anthem BlueCare (PAR)

- 100% Routine Wellness
- Supplemental Accident Coverage (except Lumenos)
- Access to a bundled specialty rider option called *AssociationPack*, offered through Anthem Life Insurance Company

Beginning October 1, 2008 for new and renewing groups, our current value-added medical benefits will be replaced with an Anthem Life package product, which includes \$10,000 Life and AD&D and \$5000 spouse/\$2,500 child dependent life, access to Travel Assistance and Resource Advisor programs as well as Healthy Lifestyles offered through HMC. This change is intended to bring consistency across all product lines.

Click [HERE](#) to view the All New Value-Added Extras for Associations (2-99 groups) flyer.

For further details on the Life package or Healthy Lifestyles, please contact Fitz Rogers or Shannon Stepp.

HSA Updates:

Revised Interest Rate, 2009 Contribution Limits Set by IRS

Revised interest rate starts July 1

In accordance with our contract with ACS/Mellon, ACS/Mellon periodically reviews the interest rate credited to members' Health Savings Accounts, and adjusts the rate to reflect the current interest rate environment and general money market conditions.

For the period July 1, 2008 through December 31, 2008, the interest rate to be credited to Health

Savings Accounts will be 1.0325%. This will result in an APY of 1.0374%.

The updated rate will be reflected in members' monthly HSA bank statements, which are sent by ACS/Mellon directly to account holders. The current rate will also be reflected in the fee sheet that is included with the HSA Welcome Kit, which is sent by Anthem to new HSA participants.

2009 Contribution Limits

The IRS recently announced the contribution limits for Health Savings Accounts for 2009. The limits will be \$3,000 for self-only coverage and \$5,950 for family coverage. These limits apply regardless of the health plan's deductible, though the plan must be HSA-compatible.

For additional details and the most up-to-date information on HSA regulations, please visit the US Department of Treasury website: <http://www.ustreas.gov/offices/public-affairs/hsa/>

If you have questions about Anthem's Lumenos plans, including Lumenos HSAs for Group or Individual business, please contact your sales representative.

For Groups of 100+ Only

New Healthy Lifestyles Buy-Up Option Available

Healthy Lifestyles, a comprehensive wellness program that provides an environment for engaging, educating, motivating and supporting participants to adopt healthy lifestyles, will be available October 1, 2008 as an option to groups with 100 or more members.

Healthy Lifestyles provides the following web-based programs to help ensure that members stay motivated and on track:

- Online health risk assessment
- Online programs and planning tools for physical activity, nutrition, life skills and tobacco cessation.
- Online coaching
- Family (kids and teens) programs for physical activity and nutrition.
- Online communities of interest (3 chat rooms: exercise, nutrition, stress)
- Access to an affinity discount network of alternative health providers
- Incentive points for program participation with modest rewards redemption program (\$25-\$75 annual value)

These additional services are available as well:

- Healthy Lifestyles Tobacco Free
 - Employers may choose to offer only the smoking cessation components of Healthy Lifestyles, which provide smoking cessation web-based program and tools, smoking cessation Quit Guide and telephonic smoking cessation coaching. In addition, employers can opt for over-the-counter nicotine replacement therapy at no out-of-pocket expense to their employees. There are no points and rewards with this program.
- Healthy Lifestyles Healthy Weight
 - Employers may choose to offer only the exercise and nutrition components of Healthy Lifestyles,

which provide web-based exercise and nutrition programs and tools, and telephonic weight management coaching. The program includes the same points/rewards program as the Healthy Lifestyles program.

Pharmacy News

GenericSelect[®] Outbound Call and Mailing Program

GenericSelect[®] promotes the use of specific generic medications by offering a free 30-day supply at retail and a free 90-day supply at mail order. The program is designed to encourage a dialogue between health care providers and their patients about the potential advantages of using generic prescription medications instead of the brand alternatives within a therapeutic drug class. Customers who decide to try the generic medication can receive their first fill at retail and mail order free. They will be charged their applicable generic copay for subsequent refills.

The GenericSelect outbound call and mailing program will contact customers who have a mail order benefit and have filled a prescription for a targeted brand medication either at a retail pharmacy or our mail service pharmacy in the last six months. These calls began on May 16, 2008.

New President of Individual Business Named

We are pleased to announce the appointment of Raj Bal as president of our Individual Business division, effective July 8, 2008. In his new role, Bal will be responsible for leading the company's Individual Business segment, which currently serves more than 2.1 million members across the country.

Brian Sassi, president and chief executive officer of our Consumer Business Unit, says, "Raj's years of dedicated service to the managed health care sector - coupled with his experience in individual medical, small group, specialty and product development - will help the company continue to meet the needs of the Individual market segment."

Prior to joining the company, Bal served as executive vice president and chief operating officer for Assurant Health. In this role he was responsible for individual medical, small group, specialty, and worksite businesses, as well as sales, marketing, actuarial, operations and network management. Prior to that, he was vice president of specialty products and also served as senior vice president of small group product management.

Bal began his career at Procter and Gamble and later held positions at Unilever and Mobil. He serves on the Policy Committee for America's Health Insurance Plans (AHIP) and on the board of the Health Care leadership Council. In addition, he serves on the board of the Heartland Institute in Chicago and the Penfield Children's Center in Milwaukee. Bal has a B.A. in Economics from Loyola College in India, and a M.B.A in Marketing from the University of Manitoba.

[REGISTER](#)[LOGIN](#)[CONTACT US](#)[DOWNLOAD FORMS](#)[ANTHEM.COM](#)

Information in this newsletter is for Broker/Agent Use Only and should not be distributed to customers or potential customers. No reproduction without Anthem's express written consent.

Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans of Virginia, Inc.
Independent licensees of the Blue Cross and Blue Shield Association.
® Registered marks Blue Cross and Blue Shield Association.

This email was sent to: **RJG@DENISONINSURANCE.COM**

This email was sent by: Anthem Blue Cross and Blue Shield
602 South Jefferson Street Roanoke, VA 24011 USA

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)