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GROUP BUSINESS
UPDATE

JULY 2009

PRINT FEEDBACK



Advisor Update

IN THIS
ISSUE...

Please Join Us for a Webinar about Our Mail Service Pharmacy

Aside from the convenience of having prescriptions delivered directly to the home, did you know that using our mail service pharmacy can help members save money on prescription drugs?

Unless directed otherwise, we dispense generic medications, which usually cost 30 to 60 percent less than the brand-name counterparts.

With mail service, members can also get *more medication for less money*. Our customers typically get a 90-day prescription for the same amount that two 30-day prescriptions would cost, if filled at a retail pharmacy.¹

Accurate, timely prescription fills. Cost savings. That's the advantage of using Anthem's mail service pharmacy. Click on the flyers below to read more about the benefits of mail service pharmacy and the products and programs we have in place to boost use of this convenient service:

- [New Pharmacy Benefit Designs Overview](#)
- [Anthem Mail Service Pharmacy Flyer](#)

¹ Savings vary based on plan design

Choose from two webinar sessions

We also invite you to find out more about mail service pharmacy by joining us for one of two webinars being presented on **August 12th**.

Each presentation will last about 30 minutes, plus an additional 15 minutes for questions. Topics covered will include our new **Refill by Mail** and **Generic Premium** products, the new mail-order copay changes, and the value mail service brings to members and groups.

Date: August 12

Times: 10 a.m. and 2 p.m.

Here's how to join via MicroSoft Office Live Meeting:

Copy this online address and paste it into your web browser:

For 10 a.m.:

<https://www.livemeeting.com/cc/wellpointinc/join?id=W8CMRZ&role=attend>

For 2 p.m.:

<https://www.livemeeting.com/cc/wellpointinc/join?id=38S674&role=attend>

AUDIO INFORMATION

For telephone conferencing, choose one of the following:

- * Start Live Meeting client, and then in Voice & Video

[Join Us for a Webinar on Mail Service Pharmacy](#)

[Early Bird Registration for 2009 VAHU Conference](#)

[New Requirements for State Children's Health Insurance Program](#)

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[New Direct Access to Health & Preventive Services](#)

[Anthem Partners with "Biggest Loser" to Promote Member Health](#)

[Anthem Moonlight Ride](#)

pane under Join Audio options, click Call Me. The conferencing service will call you at the number you specify. (This first option is recommended.)

* Or, use the information below to connect:

Toll-free: +1 (866) 308-0254

Participant code: 3994105711

TROUBLESHOOTING

Unable to join the meeting? Follow these steps:

1. Copy this address and paste it into your web browser:

<https://www.livemeeting.com/cc/wellpointinc/join>

2. Copy and paste the required information:

Meeting ID: W8CMRZ

Location: <https://www.livemeeting.com/cc/wellpointinc>

If you still cannot enter the meeting, contact support:

<http://www.intercall.com/wellpoint>

First Time Users:

To save time before the meeting, [check your system](#) to make sure it is ready to use Microsoft Office Live Meeting.

Last Chance for Early Bird Registration

2009 VAHU Conference

Have you registered for the 2009 Virginia Association of Health Underwriters Annual Conference? If not, remember, early bird rates expire August 1st. Here are the conference details:

2009 VAHU Conference:

September 22-24, 2009

Hilton Virginia Beach Oceanfront Hotel

Early Bird Registration: \$150 Member / \$195 Non-Member

AFTER August 1st - Registration Fee \$225

Visit www.vahu.org for more information on how to register.

This is a critical year for the health insurance industry and the VAHU Annual Conference is geared up and ready for the challenge. Mike Pucci, Vice President External Advocacy, for GlaxoSmithKline will give his perspective on the Obama Health Plan. The conference will feature multiple breakout sessions offering approved continuing education courses, along with personal development classes and networking opportunities.

New Requirements for State Children's Health Insurance Program

The Children's Health Insurance Program Reauthorization Act of 2009, signed into law on February 4, 2009, reauthorizes the State Children's Health Insurance Program (SCHIP) for four and a half more years.

New 60-day enrollment opportunities

The legislation provides for two new special enrollment opportunities to elect coverage under group health plans. A special enrollment period of **60 days** will be allowed in the following additional circumstances:

- 1) If a member or their eligible dependent's coverage under Medicaid or the SCHIP is terminated as a result of loss of eligibility; or
- 2) If a member or their eligible dependent becomes eligible for premium assistance under a state Medicaid or SCHIP plan.

The special enrollment rights became effective April 1, 2009. As an insurer and administrator of

self-funded plans, we began to include these new rights in benefit plan materials upon group renewals beginning July 1, 2009.

Future requirements

In conjunction with the special enrollment rights, the law also imposes two new disclosure requirements:

- 1) An **employer notice**, designed to ensure that employees are aware of possible premium assistance opportunities that may be available to them. No later than February 4, 2010, the Secretaries of Labor and Health and Human Services will publish model national and state-specific notices that employers may use to comply with the notice requirement. The annual employer notices must be provided beginning with the first plan year that begins after the date on which the Secretaries issue the model notices.
- 2) A **plan administrators notice**, designed to ensure that the states, upon request, have adequate information to properly coordinate coverage for individuals who are eligible for both state assistance and employer-sponsored coverage. No later than August 4, 2010, the Secretaries of Labor and Health and Human Services will publish a model coordination of coverage disclosure form that plan administrators must use to provide the required information to the state.

Each state will develop its own guidelines as to when or if it is cost effective to provide premium assistance for Medicaid/SCHIP eligible persons to buy into their employers' health plans. The subsidy may be provided as a reimbursement to the employee or as a direct payment to the employer (unless the employer opts out of receiving direct payments). We will provide state-specific details as they become available.

The law establishes new funding opportunities as well, including:

- new bonus payments designed to encourage states to find and enroll uninsured children who are eligible but not enrolled in the program;
- a contingency fund to help states that face a funding shortfall because enrollment exceeds expectations;
- funding to bolster outreach and simplify enrollment.

Additionally, the law requires measures to strengthen quality of care and health outcomes and to ensure access to benefits, including dental and mental health coverage.

CHIPRA is funded through federal excise taxes on cigarettes and other tobacco products.

New Program to Help Improve Medication Safety, Efficacy and Compliance for Medicaid Members

Anthem's parent company has signed an agreement with Arcadia Resources, Inc., a leading provider of home care, medical staffing and pharmacy services under the Arcadia HealthCareSM brand, to initiate the DailyMedTM medication management program to its high-risk Medicaid members. The program launched in late June in Virginia and will subsequently expand to an additional four states.

The new program will help Medicaid/SCHIP members effectively and safely manage complex medication regimens. The program compliments and further enhances other care-management programs that are designed to help identify members who suffer from chronic conditions, such as asthma or diabetes.

For more details, please read the [press release](#) announcing the new program.

Now You Can Be a Health Promotion Hero

New Direct Access to Health & Preventive Services

As of July 1, 2009, our brokers and consultants have direct access to Health & Preventive Services (HPS) staff. This means they now have the ability to select services and programs

without employer consultations. *While consultations continue to be recommended, they are no longer a prerequisite to purchasing services.*

About HPS:

- Health & Preventive Services is intended for employers looking to dive deeper into health promotion within their companies and provide programs that encourage healthy lifestyle habits
- HPS services can be offered to all employees in a group and their spouses regardless of health benefit coverage
- Services can range from a full consultation with supporting services to selected services
- Most services are "buy ups"

New programs and services include:

- Stress Management
- Online Walking Works
- Pre-Diabetes Education (currently available in the Richmond area only)
- Third Quarter - Preventive Cancer Screening Awareness Program
- Fourth Quarter- Maintain Your Health Program

For more information:

Click [HERE](#) to read more about how you can be health promotion hero. Contact HPS online at healthandpreventive@anthem.com, or call 1-866-722-6272.

Anthem Partners with Bob Harper to Promote Member Health

We've teamed up with Bob Harper from "[The Biggest Loser](#)" TV show to provide the tools and information necessary to help our members improve their health and be a positive influence on the ones they care about.

Anthem and Bob Harper are working together to illustrate how one person's healthy behaviors can positively affect someone else's health behaviors.

Working with Bob Harper, we hope to expand our community outreach, providing information and tools to help people live healthy lives. Bob will also be providing health and wellness tips, as well as other health-related articles, for our employer newsletters.

Supporting Our Communities

Anthem Moonlight Ride: A Nighttime Cycling Event

Anthem is again partnering with the Sports Backers on a significant healthy lifestyle event for the Richmond region: the Anthem Moonlight Bike Ride, which leaves Sports Backers Stadium at 8 p.m. on Saturday, August 8, 2009. This evening bike ride corresponds with a full moon.

The Anthem Moonlight Ride will benefit heart health at the VCU Pauley Heart Center, which is recognized nationally for its heart failure and heart transplantation programs, and was among the first in the United States to implant the CardioWest temporary Total Artificial Heart, the only total artificial heart approved by the U.S. Food and Drug Administration.

For more details about the event, please review the Moonlight Ride [brochure](#) and [press release](#). Please feel free to forward the brochure to any groups that may be interested. Additional information is also available at <http://www.sportsbackers.org/>.

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