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VIRGINIA LOCAL  
GROUP  
DECEMBER 2009

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## Advisor Update

IN THIS  
ISSUE...

### Announcing: New Blue View Vision<sup>SM</sup> Product Enhancements for Virginia Groups

As you know, offering Blue View Vision coverage as part of a comprehensive benefits package can help keep employees healthy and productive, while helping employers maintain a healthy bottom line. And now we're offering even more great reasons to have Blue View Vision coverage.

Effective January 1, 2010 for new and existing groups, all full-service Blue View Vision plans will include the following innovative features:

- Dependents under age 19 get full coverage of Transitions<sup>®</sup> and polycarbonate lenses.\*
- Standard/basic lenses include factory scratch coating - without an additional fee.\*
- Adults (age 19 and over) get a discounted price for Transitions<sup>®</sup> lenses.\*

Here are just a few of the benefits of Transitions lenses:

- They block 100% of UVA and UVB rays.
- They're as clear as ordinary glasses indoors, but turn sunglasses dark outdoors, depending on the intensity of UV rays, to reduce glare and make the eyes more comfortable.
- They feature wide availability in impact-resistant lens materials and anti-reflective (AR) coatings.

We've updated our Blue View Vision marketing materials to reflect these product enhancements. These materials can help support you at each step in the sales process - from meet and greet, to quote, to implementation.

#### Broker/Employer Materials

- [Blue View Vision Employer Flyer](#)
- [Blue View Vision Plan Options](#)

#### Member Materials

- [Blue View Vision Member Flyer](#)
- [Blue View Vision Benefit Enhancements Overview](#)
- Vision Member Education Materials - *ask your Anthem sales representative or visit the broker web site at [anthem.com](#)*
- Benefit Summaries - *ask your Anthem sales representative*

Existing groups will receive a brief package explaining these new enhancements.

[Blue View Vision Materials](#)

[COBRA Subsidy Clarification](#)

[Save the Dates for the February 2010  
Broker Meetings & Take Note of  
Revised Dates](#)

[Happy Holidays! Office Closings](#)

For more information on Blue View Vision and these benefit enhancements, please contact your Anthem sales representative. Also, listen for Anthem's Virginia President, Burke King, on local radio stations as he chats about the value of Transitions® lenses for kids.

\* Effective 1/1/2010. Not available on exam only plans.

## COBRA subsidy clarification:

### Individuals who become eligible for COBRA or state continuation after December 31, 2009, will not qualify for the subsidy

The American Recovery and Reinvestment Act provision that provided eligible COBRA and state continuation participants with nine months of subsidized premiums will end December 31, 2009. Therefore, an individual who becomes eligible for COBRA or state continuation coverage after December 31, 2009, will not be eligible for the 65% subsidy.

This means that if an employee's coverage is terminated on December 31, 2009 because of an involuntary termination that occurred in December, that employee **may be eligible** for COBRA or the 90-day state continuation as of January 1, 2010, but **will not be eligible** for the subsidy.

For more information, go to the U.S. Department of Labor website at <http://www.dol.gov/ebsa/cobra.html> for more information.

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## Remember to Save these Dates!

### Anthem Broker Meetings Coming in February 2010

DATE	REGION
• February 9	Western <b>(REVISED DATE)</b>
• February 11	Northern <b>(REVISED DATE)</b>
• February 24	Eastern
• February 25	Central

The locations and addresses for the February 2010 broker meetings are as follows:

- **February 9, Western Region: **(REVISED DATE)****

*Sheraton Roanoke Hotel & Conference Center*

2801 Hershberger Road, Roanoke, VA 24017

- **February 11, Northern Region **(REVISED DATE)****

*Sheraton Reston Hotel **(NEW LOCATION)***

11810 Sunrise Valley Drive, Reston, VA 20191

#### **February 24, Eastern Region**

*The Founders Inn & Spa*

5641 Indian River Road, Virginia Beach, VA 23464

- **February 25, Central Region**

*The Westin Richmond*

6631 West Broad Street, Richmond, VA 23230

Stay tuned for more details to come soon about registering for this event.

## Happy Holidays!

As a reminder, Anthem offices will be closed on December 25th and January 1st for the holidays.

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This email was sent to: [RJG@DENISONINSURANCE.COM](mailto:RJG@DENISONINSURANCE.COM)

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

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