




BlueCross BlueShield  
of Illinois

**Meeker-Magner Presents:  
10<sup>th</sup> Annual BCBS Update**  
October 19, 2011 10:00 am CST

 **Meeker-Magner Company**  
Educational Workshops

# Learning Objectives



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In today's session we will cover:

- BCBS Changes/Updates
- Federal Law Changes
- Illinois Law Changes
- Wellness



# Federal Law Updates and Changes



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## ➤ **Rebates as a result of the MLR (Medical Loss Ratio) law.**

Health insurance companies are now required to report their medical loss ratios (MLR) to the Department of Health and Human Services (HHS).

Data Collection Required.

At this time, we do not have any information regarding potential rebates.

## ➤ **Material Modifications**

60 Day Notice

# BCBS Updates and Changes



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- **7/1/11 Flexible Product Pairing Rule Changes**
  - Drug cards no longer have to match
  
- **8/1/11 New Value Choice Plans Available**
  - PPO Value Choice
  - BlueChoice Select Value Choice
  
- **Bloom Health**
  
- **New ID Cards**
  
- **Provider Finder Upgrades and Changes**
  
- **BCBSIL's employer newsletter is going electronic! *BlueVISION*, the new weekly e-newsletter, will debut this fall.**

# BCBS Updates and Changes



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## ➤ **New Address for Mailed Payments**

### First Class Mail

**Health Care Service Corporation  
25550 Network Place  
Chicago, IL 60673-1255**

### Overnight/Courier Delivery

**JPMorgan Chase  
131 S. Dearborn, 6<sup>th</sup> Floor  
Chicago, IL 60603  
Attn: Health Care Service Corporation #25550**

## ➤ **Quincy FSU Launches New Toll-Free Fax Line**

The Quincy Full Service Unit has introduced a convenient toll-free fax line, which is now available for use. Membership items and inquiries that need to be submitted via fax should be now sent to **855-831-3249**. Please note that the new toll-free fax number replaces these prior Membership fax numbers:

- 217-228-9110
- 217-228-9015
- 217-277-7098
- 217-277-7048
- 217-277-7050
- 214-592-7031

# Illinois Law Changes



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## ➤ **Standardized Illinois Employee Application (2-99)**

## ➤ **Civil Unions**

Treated like any other marriage. Therefore, we will not require any type of documentation other than the enrollment form. It is up to the employer to notify their employees of this new law and to confirm that in fact their employees have in fact joined in a civil union or marriage.

# Wellness



[bcbsil.com](http://bcbsil.com)

# Physical Fitness that's

# Simpler, More Affordable, and More Accessible.



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- Members can mix and match health clubs and locations anywhere in the national network
- **Just \$29** to sign up, then **\$29** per month – ***no contract obligation***
- **3,000+** participating health clubs and growing:
  - **Bally's Fitness®** – all locations
  - **24 Hour Fitness®** – all locations

Available for Blue Care Connection 18 years of age and over



## Benefits to Employer Group:

- Reinforcement of healthy behaviors
- Healthier, more productive workforce
- **Employer cost = \$0 dollars**
- Removes employer administration burden
- Employer aggregate reporting

# BlueExtras<sup>SM</sup> Discounts



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**Making wellness simpler, more affordable  
and more accessible for our members**

## Weight Management –

Discounts at **Jenny Craig<sup>®</sup>**  
on membership and food



## Vision Care and Eyewear –

Discounts on  
eyewear, contact lenses and laser  
vision correction surgery



**Nutrition** – Discounts on  
**Seattle Sutton's Healthy  
Eating<sup>®</sup>** meal plans; national  
home delivery program, or  
convenient pick-up in some areas



**Hearing Aids** – Discounts on  
hearing aids for members, parents  
and grandparents



## Life Time<sup>®</sup> Fitness –

Enrollment fee will be waived for  
new members who join one of the  
Life Time Fitness clubs  
nationwide



## Complementary Alternative Medicine –

Discounts on acupuncture, health  
clubs, chiropractic, naturopaths,  
spas, massage therapy, vitamins  
and supplements, and more



# Health Risk Assessment (HRA)



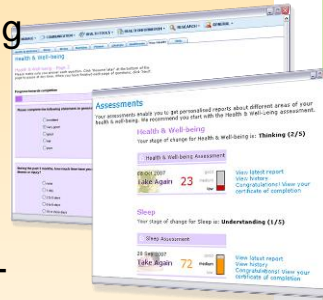
BlueShield of Illinois



**Be informed about your employees' overall health and well-being.** A Health Risk Assessment (HRA) helps assess a member's health risks, interests and readiness to change.

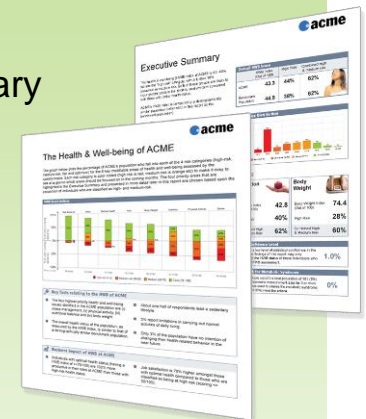
## Benefits to member:

- Examines a member's overall health and well-being
- Recommends areas for improvement
- Provides a detailed report with overall health and well-being score and sub-scores



## Benefits to employer:

- Annual Executive Summary Report that addresses:
  - Top areas of concern (aggregately)
  - Medical conditions and medical risks
  - Summary of employee health and well-being scores and risk status





# Blue Points<sup>SM</sup> Rewards

*Administration-free For Employers!*



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**Members and qualifying dependents accumulate Blue Points<sup>SM</sup> by completing and reporting designated health and wellness activities in the Personal Health Manager.**

## Activities include:

- Completing the Health Risk Assessment
- Setting up and reporting on a meal plan
- Setting up and reporting on completed fitness activities
- Participating in Fitness Program

**Blue Points** are free to employers and members and can be redeemed a wide variety of items

## Earn Blue Points<sup>SM</sup>

for completing the Health Risk Assessment, and for participating in the online Tobacco Cessation OR Weight Management programs

**Special programs  
for kids 6-12**



MAKE-A-WISH.

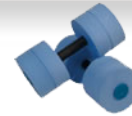


# Blue Points<sup>SM</sup> SAMPLE Rewards

Check Blue Points online frequently for the latest rewards.



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**Experience. Wellness. Everywhere.**



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**Thank you for  
partnering with  
Blue Cross and  
Blue Shield of Illinois!**



***Questions??***