

PRODUCER UPDATE



BlueCross BlueShield of Illinois

300 East Randolph Street • Chicago, Illinois, 60601

To: **All COUNTRY Insurance and Financial Services Agents**

From: **Producer Marketing**

Subjects: **Important Producer Updates:**

- **Updated Affordable Products Outlines of Coverage and Salespacks, Illustration Software & Plan Comparison Guide**
- **Effective January 1, 2005, Rush University Medical Center Is Not Participating In The BlueChoice® Network**
- **Did You Know That Our Current Under-65 High Deductible Insurance Plan Is Compatible With A Health Savings Account (HSA)?**
- **Two New Fax Numbers**

Updated Affordable Products Outlines of Coverage and Salespacks, Illustration Software & Plan Comparison Guide

A revision was made to the Affordable Products Series - Outlines of Coverage. The non-plan hospital language on page four was corrected. Since the Outlines of Coverage are embedded within the Illustration Software and the Salespacks, they also have been updated. The Plan Comparison Guide was also updated to reflect the new SelectBlue® drug card, \$10 copayment for generic drugs. Be sure to destroy the old versions of these forms.

The new materials are now available for printing or ordering through the Web site, www.bcbsil.com/country:

- Affordable Products Outlines of Coverage
 1. SelectBlue Advantage®
 2. BlueValue Advantage®
 3. BlueChoice® Select
 4. BlueChoice® Value
- Salespacks
 1. SelectBlue, BlueValue, SelectBlue Advantage & BlueValue Advantage
 2. BlueChoice® Select & BlueChoice® Value
- Plan Comparison Guide

CCSI Brokerage has already sent the updated Illustration Software to you via Radia.

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PRODUCER UPDATE

Effective January 1, 2005, Rush University Medical Center Is Not Participating In The BlueChoice® Network

The BlueChoice® Hospital Network listing has been updated and may be printed from the Web site, www.bcbsil.com/country or ordered through supply.

They continue to be part of our larger PPO Hospital Network.

Did You Know That Our Current Under-65 High Deductible Insurance Plan Is Compatible With A Health Savings Account (HSA)?

It's a great time to talk with your clients about HSAs. With taxes on their mind, they're most likely to be receptive to a concept that utilizes tax advantages to save money. What a great opportunity to share the HSA concept with them and present our High Deductible insurance plan.

Are You Interested In Selling The Latest Products?

Are you one of the Producers that are trying to grow the HSA marketplace? Are you one of the 750 Producers that have sold a high deductible insurance product that is compatible with a HSA?

Take The HSA Producer Survey!

Here's your chance to tell us your thoughts about selling high deductible insurance products that are compatible with a HSA:

- 1) Are you selling high deductible plans in the marketplace? Yes No
- 2) If yes, do you recommend or sell a compatible HSA? Yes No
- 3) Are you selling the Blue Cross Blue Shield High Deductible plan? Yes No
- 4) How many high deductible plans do you anticipate selling this year?
 0 plans 1-3 plans 4-10 plans 11 or more plans

E-mail us your answers to us at BrokerSurvey@bcbsil.com or fax to (312) 228-0192 today!

Blue Access For Members

Did you know that your individual members may sign up for Blue Access for Members? Members may sign up at www.bcbsil.com.

Once enrolled members can:

2. Check status of a claim
3. View 12 months of claim history
4. Sign up for e-mail alerts notifying them of claim activity
5. Print a temporary ID card
6. Verify who's covered under their plan
7. Find a provider (even obtain driving directions)
8. Research health and wellness information provided by the Mayo Clinic

Your members will love Blue Access. Notify them today of this helpful tool!

Two New Fax Numbers

We now have two new fax numbers to service you better. We have a new supply order fax number and a new number to request Blue Cross and Blue Shield of Illinois (BCBSIL) advertising signage. **Please note that the old fax number (312) 938-6063 has been disconnected.**

New Supply Order Fax Number

To fulfill your supply order requests more efficiently, we now have a new supply order fax number that goes directly to the fulfillment facility.

The new supply order fax number is (847) 647-0286.

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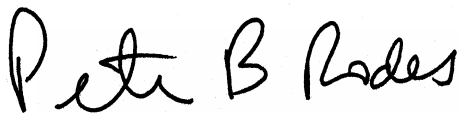
PRODUCER UPDATE

New Request for BCBSIL Advertising Signage Fax Number

We also have a new fax number for submitting your requests for signage. **The new BCBSIL advertising signage fax number is (312) 228-0192.**

If you have any questions, please contact CCSI Brokerage.

Sincerely,



Peter B. Rodes
Vice President Consumer Markets
Blue Cross and Blue Shield of Illinois

CONSUMER MARKETS

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association