

August 2007

**BlueLinks... eNews for Brokers and Consultants**

FROM BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

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Welcome

August 2007

Dear Business Partner:

At Blue Cross Blue Shield of Massachusetts, we are committed to not only delivering comprehensive products and services but also keeping you abreast of the latest health news and updates. In this issue, we'd like to inform you about our newly reported second quarter earnings. Our performance and membership retention continue to be strong, and we thank you for your dedicated hard work. Our total medical membership remained at more than 3 million.

Additionally, we have important news about the Fall 2007 Broker Training Sessions and exciting information about the NCOA quality ratings for our HMO products.

If you have any questions or comments, please don't hesitate to share them with your Account Executive.

Sincerely,

Carlos Cubia
Vice President
Sales Division

In this issue of BlueLinks eNews:

- [Second Quarter 2007 Earnings Released](#)
- [Health Care Reform Update](#)
- [NCOA Ratings on HMO Products](#)
- [Save the Date for Broker Training](#)

Second Quarter 2007 Earnings Released

On August 15, 2007, we reported our financial results for the second quarter of 2007. We could not have achieved these results without your ongoing dedication and support.

We appreciate the opportunity to continue serving you and your clients. For more details about our financial results, please read our recent [press release](#). If you have any questions, please contact your Account Executive.

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Health Care Reform Update

We continue to update you on the latest details about the Massachusetts Health Care Reform law. This issue covers all the information that your clients need to navigate Massachusetts' new health care mandate. If you missed the July 27, 2007 edition, you can click to read about the [Minimum Creditable Coverage and 1099-HC Account Mailing and Minimum Creditable Coverage Regulations Chart](#).

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NCQA Distinction Rating for HMO Products

We are pleased to announce that we have received the National Committee for Quality Assurance's (NCQA) Quality Plus Distinction Status for the Physician & Hospital Quality (PHQ) standards. We are the first health plan in Massachusetts to have been awarded the status of Distinction in all three of NCQA's Quality Plus modules. The Quality Plus Program is a nationally recognized evaluation that purchasers, regulators, and consumers can use to assess which health plans have earned Distinction by meeting rigorous standards in the area of Member Connections, Care Management & Health Improvement, and Physician & Hospital Quality.

NCQA is an independent, not-for-profit organization dedicated to measuring the quality of America's health care. You can read more about this recent designation in the [press release](#).

If you have any questions about NCQA Rating for HMO Products, please contact your Account Executive.

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Save the Date for Fall 2007 Broker Training

Please save the date for the Fall 2007 Training Sessions scheduled as follows:

Boston, Landmark Center

- Tuesday, October 9
1:30-4:00 p.m.
- Wednesday, October 10
9:00-11:30 a.m.
- Wednesday, October 10
1:30-4:00 p.m.

Springfield, Holiday Inn Holyoke

- Thursday, October 11
9:00-11:30 a.m.

Worcester, The Beechwood Hotel

- Thursday, October 11
1:30-4:00 p.m.

If you have any questions about the training sessions, please contact your Account Executive.

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MCC Chart:
http://clients.partnersandsimons.com/bcbsma/BCBSMA_Emails/2007/HCR_Emails/072507/hcrjuly27_r4.html

Q2 2007 Earnings Press Release
http://clients.partnersandsimons.com/bcbsma/BCBSMA_Emails/2007/BROKER_Emails/Blinks_08Aug07/EarningsRelease08.07.pdf

NCQA Press Release:

http://www.bluecrossma.com/common/en_US/aboutUsIndex.jsp?repId=Repositories.PressReleases.pressRelease07242007.xml&levelTwoCategory=News+%28with+Archives%29&isLevelThreeSelected=true&targetTemplate=pressReleaseDetail.js

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