

February 2008

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

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## Welcome

February 2008

Dear Business Partner:

Earlier today we announced our 2007 year-end earnings. A newly required aspect of our year-end financial filing requires us to include the compensation of our 10 highest-paid executives and our Board of Directors.

Your dedication to an evolving marketplace and commitment to learning about our products and services contributed directly to the operating performance of the company based on solid account retention and new business growth. We appreciate your support.

This issue features an announcement regarding our ownership position in Life and Specialty Ventures, LLC (LSV), a life/specialty insurance holding company. Our relationship with LSV allows Blue Cross Blue Shield of Massachusetts to offer your customers an array of ancillary insurance products through Indigo Insurance Services, LLC (Indigo).

You'll also read about HMO Blue<sup>®</sup> Value with BasicRx, changes to our Wells Fargo Health Savings Accounts, and understand how providing you with the monthly *Students to Age 25 Report* helps you answer questions your clients have about dependent coverage.

2008 promises to be an exciting year, so we invite you to attend one of our Broker Training sessions. It's a great opportunity to learn firsthand what Blue Cross Blue Shield of Massachusetts has in store for you and your clients.

As always, please don't hesitate to share any ideas or concerns with your Account Executive.

Sincerely,

Carlos Cubia  
Vice President  
Sales Division

**In this issue of BlueLinks eNews:**

3/3/2008

- [Strong Performance Results for 2007](#)
- [Announcing Life and Specialty Ventures Acquisition](#)
- [HMO Blue® Value with BasicRx](#)
- [Wells Fargo Updates](#)
- [Blue Cross Blue Shield of Massachusetts Students to Age 25 Report](#)
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### Strong Performance Results for 2007

Today, we reported our 2007 financial results. In another solid year, overall enrollment increased by more than 53,000 members, bringing our total medical membership to over 3.06 million members.

Again, 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 details about our year-end results, please read our recent [press release](#) (pdf, 19k). If you have any questions, please contact your Account Executive.

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### Announcing Life and Specialty Ventures Acquisition

Blue Cross Blue Shield of Massachusetts is committed to assisting brokers in meeting a wide range of your customers' insurance needs. Please review the [letter](#) from Tim O'Brien that describes our relationship with Life and Specialty Ventures, LLC and Indigo Insurance Services, LLC (Indigo). Also attached is an introductory Indigo [brochure](#) and a [chart](#) outlining available Indigo products.

To learn more about Indigo, please visit [www.indigo-insurance.com](http://www.indigo-insurance.com), or contact your Blue Cross Blue Shield of Massachusetts Account Executive.

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### HMO Blue Value with BasicRx

HMO Blue Value with BasicRx is a new way for employers to save money on premiums, while delivering coverage to their employees that meets the state's Minimum Creditable Coverage standards.

It combines one of our most popular medical plans with a new pharmacy benefit design that encourages generic usage by requiring members to pay co-insurance when they select a non-generic (Tier 2 or 3) medication.

#### Benefits for employers

- Premium significantly lower than HMO Blue® \$10
- Increases member cost share through co-insurance on top two tiers of medications and overall pharmacy deductible
- Encourages members' use of generic medications through the BlueValue Rx<sup>SM</sup> formulary
- Maintains the standard benefits of HMO Blue Value plan
- Meets Minimum Creditable Coverage standards
- Offers access to full HMO Blue network

#### Availability

HMO Blue Value with BasicRx is available on April 1, 2008, to all group sizes and individual purchasers.

Employers with 50 or more employees can also add the BasicRx pharmacy benefit to any Blue

Cross Blue Shield of Massachusetts plan.

### Plan Design

#### **HMO Blue Value**

Office visit	\$25
Emergency room	\$100*
MRI, CT Scan and Pet Scans	\$75
Day surgery	\$250*
Inpatient admissions	\$500*
Medical deductible	None
*Out-of-pocket maximum	\$2,000/\$4,000

#### **BasicRx**

Deductible \$250 individual/\$500 family then costs below

At the retail pharmacy

Tier 1	\$15 (no deductible)
Tier 2	50% co-insurance
Tier 3	50% co-insurance

At the mail order pharmacy

Tier 1	\$30 (no deductible)
Tier 2	50% co-insurance
Tier 3	50% co-insurance

If you have any questions about HMO Blue Value with BasicRx, please download the [fact sheet](#) or contact your Account Executive.

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### **Wells Fargo Updates**

#### **Introducing FDIC Insured Health Savings Accounts**

Effective February 1, 2008, clients can keep their HSA savings in an FDIC-insured (Federal Deposit Insurance Corporation), interest-bearing account. This addition now permits HSA holders to keep all of their funds in an FDIC-insured deposit account if they choose. Funds will not automatically be directed into an uninsured investment product unless the HSA holder has selected a mutual fund investment option. Due to the transactional nature of an HSA account, this is a great solution for our mutual clients.

#### **Investment Minimum Changes**

The minimum account balance required before investing will increase from \$100 to \$2,000 effective February 1, 2008. In other words, HSA holders will be required to accumulate \$2,000 in their FDIC-insured interest-bearing deposit account before additional contributions can be invested. Once the minimum balance requirement is satisfied, HSA holders may direct additional contributions toward their investment choices.

This change mainly affects new HSA holders, as existing HSA holders will not be required either to liquidate their investments to meet this minimum or change existing investment allocations as of January 31, 2008. Instead, if an existing HSA holder does not have the \$2,000 required minimum balance, future contributions will be directed into the interest-bearing FDIC-insured deposit account until the balance requirement is satisfied.

#### **Claims Payment Change**

Also effective February 1, 2008, claims will be paid with cash balances first, rather than investments. Previously, the order of payment for claims began with invested monies and then pulled from cash. This change will allow HSA holders to keep more of their assets invested over time, enabling them to take advantage of growth opportunities.

If you have any questions about the Wells Fargo updates, please download the [fact sheet](#) or contact your Account Executive.

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### Blue Cross Blue Shield of Massachusetts Students to Age 25 Report

On February 15, 2008, Blue Cross Blue Shield of Massachusetts began delivering the *Students to Age 25 Report* to accounts, and will continue to deliver them on a monthly basis. We are providing this report to assist accounts in identifying their currently enrolled student dependents that are approaching age 25 and who may no longer be eligible for student or expanded dependent coverage. For any student dependents who are no longer eligible, accounts should utilize the established processes for terminating the affected members (by submitting an Enrollment form to our Enrollment Department for processing, or by removing them through BlueLinks, our online enrollment tool). Please direct any questions to your account representative.

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### Save the Date ... Spring 2008 Broker Training

Please save the date for Spring Broker Training. Formal invitations will follow but sessions are scheduled as follows:

#### Boston, Landmark Center

Tuesday, May 6, 1:30-4:00 p.m.  
 Wednesday, May 7, 9:00-11:30 a.m.  
 Wednesday, May 7, 1:30-4:00 p.m.

#### Worcester, TBD

Thursday, May 8, 9:00-11:30 a.m.

#### Springfield, Holiday Inn Holyoke

Thursday, May 8, 1:30-4:00 p.m.

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If the above links are not functioning in your email, copy and paste the URLs listed below into a browser window:

Press Release:  
<http://mailcenter.newmediagateway.com/bluecrossma/dsc/collateral/2007yearendearnings02.08.pdf>

Letter from Tim O'Brien:  
[http://mailcenter.newmediagateway.com/bluecrossma/main/TimOBrien\\_letter\\_0208\\_.pdf](http://mailcenter.newmediagateway.com/bluecrossma/main/TimOBrien_letter_0208_.pdf)

Indigo Insurance Services brochure  
[http://mailcenter.newmediagateway.com/bluecrossma/main/Indigo\\_brochure\\_0208\\_.pdf](http://mailcenter.newmediagateway.com/bluecrossma/main/Indigo_brochure_0208_.pdf)

Indigo Insurance Services chart:  
[http://mailcenter.newmediagateway.com/bluecrossma/main/Indigo\\_chart\\_0208\\_.pdf](http://mailcenter.newmediagateway.com/bluecrossma/main/Indigo_chart_0208_.pdf)

Indigo Insurance Services site:  
<http://www.indigo-insurance.com/>

HMO Blue Value with BasicRx Fact Sheet:  
[http://mailcenter.newmediagateway.com/bluecrossma/dsc/collateral/80301\\_HMOvalue\\_BasicRx\\_FS.pdf](http://mailcenter.newmediagateway.com/bluecrossma/dsc/collateral/80301_HMOvalue_BasicRx_FS.pdf)

Wells Fargo HSA Fact Sheet:  
[http://mailcenter.newmediagateway.com/bluecrossma/dsc/collateral/HSA\\_Account\\_Holder\\_Flyer.pdf](http://mailcenter.newmediagateway.com/bluecrossma/dsc/collateral/HSA_Account_Holder_Flyer.pdf)

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