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For more information, visit
www.bluecrossma.com/employer
or contact your account executive.

IAI | IMPORTANT ADMINISTRATIVE INFORMATION

Receive the IAI via email.
Go to www.bluecrossma.com/subscribe today.

December 2012



Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

Dear Valued Customer:

In this edition of the Important Administrative Information (IAI) newsletter you will find ways to keep you and your employees healthy and happy this holiday season.

Visit www.bluecrossma.com/employer/iai to learn more about any of the articles. As always, if you have any questions, please contact your account executive.

Sincerely,



Timothy J. O'Brien
Senior Vice President
Sales and Marketing

[IAI December 2012]

New! Mobile Services Website

Now members can access our mobile services—apps, websites, social media sites, and text programs—in one convenient place. Using a mobile device, members can download apps, find health and wellness information, and get healthy reminders “on the go.”

➤ Visit www.bluecrossma.com/mobile to see our new Mobile Services website.

Do Your Employees Know the Importance of Referrals?

When employees understand that referrals help them receive better care, they are more likely to request them. However, you may need to explain the importance of referrals to them.

➤ For a quick guide to help you answer potential questions, visit www.bluecrossma.com/employer/iai.

A Guide to Coverage Outside the United States

When your employees carry Blue Cross Blue Shield of Massachusetts cards while traveling outside the country, they can get help in case of a medical emergency.

➤ To find out what's covered and how to file claims, visit www.bluecrossma.com/employer/iai.

Members Invited to Take Part in Research Study

Beginning January 2013, we will invite certain members to take part in a research study about taking their medications as prescribed.

➤ Visit www.bluecrossma.com/employer/iai to learn more.

Coming Soon: New Summary of Health Plan Payments Statement

We're completely redesigning our claim summary statement to make it easier for members to understand. The new statement should start going to PPO plan members in early 2013. Rollout to other plans will begin later in 2013 and 2014.