



BGA Update

Black, Gould & Associates

www.blackgould.com

April 2010



April 2010
Black, Gould & Associates, Inc.

HOLIDAY CLOSURE
Memorial Day
Monday, May 31, 2010

Business Hours:
Mon-Thurs 8am-5pm
Fri 8am-3pm

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Assurant Health

Assurant Health has made the decision to discontinue new sales of the following products and features in all states, beginning May 15, 2010:

Individual Medical Plans

Assurant Affordable Health Access Plan A

RightStart ~ The \$2,500 outpatient maximum with the \$50,000 annual maximum will no longer be available.
24- and 36-month Rate Guarantees

Group Medical Plans ~ (June 4, 2010 implementation)

Real Choices III Plans

24-month Rate Guarantees

3-year Benefit Plans

Additional important information: Assurant is not planning any design changes to their Short Term Medical plans, although New Mexico has recently enacted a new minimum loss ratio requirement effective this May, and Assurant will stop STM sales in New Mexico for June 1 effective dates.

March Monthly Production Winners

Congratulations to the following Producers for their March Production:

Phoenix

Most New Group Premium - Murset & Associates

Most New Groups - The Arizona Group

Most New Indv Policies - Essential Financial

Tucson

Most New Group Premium - H.L. Oliphant

Most New Groups - Eileen Craig

Most New Indv Policies - Q & A Financial

From The Group Department

BGA QUOTING SURVEY

BGA recently sent a quoting survey to 275 producers. We are thrilled with the results. The following is a recap of the data collected:

- ◆ 98.28% responded the service they receive is professional.
- ◆ 90.52% use BGA prepared spreadsheets.
- ◆ 90.52% feel their quotes from BGA are timely.
- ◆ 90.43% feel the spreadsheets give them adequate information.

We'd like to thank the BGA Quoting Department for doing such an excellent job!

CIGNA

Small Group Renewals

As a result of CIGNA's recent announcement that they are consolidating plans to only two options at group renewal, CIGNA has decided they will not be providing additional information to what is supplied in the renewal letter.

UNITED HEALTHCARE

FlexAppeal Dental Options

Introducing UnitedHealthcare's FlexAppeal Enhanced or FlexAppeal Preventive MaxMultiplier options:

FlexAppeal Enhanced plans

The FlexAppeal Enhanced option includes plan coverage for white composite fillings, dental implants and an expanded wellness feature.

- ◆ **4 cleanings per year:** this expanded wellness feature allows you to use any combination of four adult cleanings or periodontal maintenance treatments in a 12-month period.
- ◆ **Posterior composites:** Members can now choose white composite fillings as a more natural-looking solution to silver fillings.
- ◆ **Dental implants:** A more stable fit to traditional bridge-work and dentures may be found through a dental implant. Dental implants look natural, don't rely on the support of neighboring teeth and are so secure they feel like the real thing. Most people forget they ever lost the tooth. With proper care and maintenance, a dental implant can last a lifetime.

FlexAppeal Preventive MaxMultiplier plans

FlexAppeal Preventive MaxMultiplier plans cover preventive and diagnostic services that are not applied to the plan's deductible or annual maximum. This means, potentially, you will have hundreds of additional available benefit dollars that can be used to cover restorative services, should you require them.

UnitedHealthcare's FlexAppeal plans provide the option of adding a suite of enhanced services to their Dental Option PPO, Indemnity and In-network only (INO) plans for groups of 10 or more eligible employees.

For more information contact your group Account Executive.



From the Group Dept.

(Cont'd. from page 1)

PREMIER ACCESS DENTAL

Enhanced Roll Over Option

- ◆ Clients beginning coverage with benefits of \$1,000 or \$1,500 are eligible for Roll up.
- ◆ The calendar year maximum will increase (Roll up) by \$250 at each annual renewal for two years.
- ◆ The Roll Up feature applies to everyone.

SMALL GROUP & INDIVIDUAL TRAINING

Phoenix BGA Office

May 20, 2010

Tucson BGA Office

May 18, 2010

The sessions are held every month at 10:00am until approximately 12:30am. Please RSVP to:

marlana.mertz@blackgould.com for the Phoenix meetings, or

lizette.vega@blackgould.com for the Tucson meetings.

From the Individual Dept.

HEALTH NET

Underwriting

Effective immediately, Health Net underwriting will no longer issue riders for under age 19 children. They will give individual consideration and offer a rate-up, approve standard, or decline.

From the Medicare Department

AETNA

Expected CMS sanctions on Med. Advantage & Part D Plans

The Centers for Medicare & Medicaid Services (CMS) has notified Aetna of its intent to impose intermediate sanctions suspending the enrollment of and marketing to new members of all Aetna Medicare Advantage and Standalone Prescription Drug Plan contracts, effective April 21, 2010.

The sanctions relate to compliance with certain Medicare Part D requirements, primarily those relating to changes in the drugs covered by plans that moved from an open to closed formulary in 2010.

Impact on Aetna Medicare Advantage and Part D plans

- ◆ Marketing, sales and enrollment of all Aetna Medicare Advantage and Standalone Prescription Drug Plan contracts is suspended effective April 21, 2010. The duration of the suspension is not yet known.
- ◆ The suspension impacts all of their Medicare Advantage business, including plans without integrated pharmacy, as well as Standalone Prescription Drug Plans.
- ◆ The suspension does **not** affect current Aetna Medicare enrollees.
- ◆ The suspension does **not** impact the marketing and sales of Aetna's Medicare Supplement and Supplemental Retiree Medical plans.
- ◆ All marketing and educational events, including home visits, scheduled on or after Monday, April 12th are being canceled.
 - Immediately contact anyone who RSVP'd for an event and let them know.
 - Follow CMS protocol for canceling events; for details about the requirements, review the CMS Medicare Marketing Guidelines, section 70.13.
 - Hold off scheduling additional marketing or educational events until further notice.

What is Aetna doing to correct the issue?

Aetna does not know the duration of the marketing and enrollment suspension, but have put aggressive plans in place to resolve the issues brought forth by CMS as quickly as possible. Some of the

actions they are taking include:

- ◆ Will be doing proactive outreach to impacted members to resolve those issues.
- ◆ Reviewing their own practices to ensure they are both compliant and acting in the best interest of their members.

Contests, Bonuses & Commissions

HEALTH NET

Broker Bonus Extended to the 2nd Quarter of 2010

The broker bonus of \$100 per approved individual application with a minimum of 5 will continue for the 2nd quarter of 2010. There is no limit to this bonus program.

Broker Reward

Win a chance to attend a fabulous event selling Health Net products. Top producers will win two event tickets and a chance to be whisked off to Sonoma wine country!

Destination: 2010 Suitcase Party at Deer Valley Airport, Atlantic Aviation hangar. Enjoy an evening of drinks, dancing and food samples prepared by local restaurants. You'll also receive VIP treatment in Health Net's exclusive Jet Setter Lounge.

Health Net is the proud presenting sponsor of the 2010 Suitcase Party in conjunction with the Active 20 30 Club of Phoenix. Funds raised from this event will go to help The Children in Need Foundation and Make-A-Wish Foundation.

ETA: Friday, May 7 at 6 p.m.

Come prepared with your packed suitcase in hand.

Grand Prize Raffle: Your ticket gives you a chance at a trip to beautiful Sonoma Valley, California. The winner and a guest will board a private jet headed for Sonoma that evening. They'll enjoy weekend accommodations and tours of the region before returning to Phoenix Sunday afternoon.

Additional vacation prizes include a limousine ride from the Deer Valley Airport directly to a lovely, local resort for a weekend get-away.

The Manifest: Working your way there – it's simple!

- ◆ Just sell Health Net Individual & Family Plans with membership effective dates of January 1, 2010 through May 1, 2010.
- ◆ Applications must be written/issued prior to or on April 15, 2010.
- ◆ The top 6 producers and one guest each will win tickets to the Suitcase Party, plus they'll each get an entry into the raffle.

Medicare Renewals Commission Changes

Effective February 1, 2010 your renewal payments for Health Net Medicare for 2007 and 2008 effectives will be increased to \$150. This change is going forward on these renewals only.

Extraordinary Race

Write new groups with Health Net anywhere in Arizona and they'll count.

- ◆ Effective May 1, 2010 to July 1, 2010
- ◆ Minimum of three groups with at least five enrolled subscribers
- ◆ 20 to 40 enrolled members = \$40 per member
- ◆ 41+ members = \$50 per member



Contests, Bonuses & Commissions Cont'd

(from page 2)

HUMANA

HumanaOne Bonus

You'll be rewarded for growing your overall membership when you sell individual and family medical coverage from HumanaOne with effective dates of coverage from April 19—August 1, 2010.

- ◆ \$25 for each member if you end the bonus period with 5-10 more members than you started with
- ◆ \$35 for each member if you end the bonus period with 11-25 more members than you started with
- ◆ \$75 for each member if you end the bonus period with 26-50 more members than you started with
- ◆ \$100 for each member if you end the bonus period with 51 or more members than you started with

If you qualify for any level of this bonus, you may also be eligible for additional rewards:

- ◆ \$10 for each qualifying member with supplemental accident
- ◆ \$10 for each qualifying member with the Traditional Plus dental plan
- ◆ \$5 for each qualifying member with lifetime max buyup
- ◆ \$5 for each qualifying member who applies online

New to HumanaOne? You are also eligible for their New Agent Bonus program if you haven't sold HumanaOne in the last 12 months.

For more information, contact your Individual Account Executive.

HumanaOne Commissions

HumanaOne Enhanced, Copay, Health Savings Account, and Value plans (form series 70155 and 71037): **Arizona and Michigan:** Commission Eligible Premium (CEP) for this form series is Standard Premium on the plan effective date, not including renewal or attained age premium changes.

These commissions are effective for new business with effective dates on or after April 24, 2010.

<u>Year 1</u>	<u>Year 2 & 3</u>	<u>Year 4</u>	<u>Years 5+</u>
20% of CEP	7% of CEP	3% of CEP	3% of CEP

TOTAL DENTAL ADMINISTRATORS

Broker Bonus

Receive a \$50.00 bonus for every new group you place with Total Dental Administrators Health Plan's Prepaid Group Dental plans with effective dates of April 1, 2010 through July 1, 2010.

- ◆ Eligible \$50 bonus shall be paid the month following the actual effective date of the group
- ◆ Bonus is only applicable to new TDAHPrepaid group dental plans
- ◆ Current TDAHPrepaid groups are ineligible
- ◆ Only licensed producers may receive the bonus
- ◆ Producer must have an effective TDAHPrepaid, Inc. Broker Agreement at time of bonus payout

UNITEDHEALTHCARE

UnitedHealthOne HSA Bonus Program "Drive for the Green"

Issue 20 HSA applications and you make "Par" to earn a \$1,500 bonus.

<u>Bonus</u>	<u>Issued HSA Applications</u>	<u>Level</u>
\$10,000	50	Hole-in-One
\$7,000	40	Eagle
\$4,000	30	Birdie
\$1,500	20	Par
\$500	10	Bogey

Qualification is based on the number of submitted HSA applications during the contest period. The program runs April 1, 2010, through June 30, 2010. All applications must be submitted between these dates and issued by July 16, 2010.

Calendar of Events

GPAHU

Monthly Speakers Luncheon

Tuesday, May 18, 2010 ~ 11:30am—1:00pm
 Phoenix Country Club ~ 7th Street & Thomas Rd. ~ Phoenix, AZ
 Speaker: BlueCross BlueShield of Arizona
 Members: \$30 ~ Guests: \$45
 Email registration to info.gpahu@cox.net

SAAHU

Monthly Speakers Luncheon

Wednesday, May 19, 2010 ~ 11:30am—Check-in
 Viscount Suite Hotel ~ 4855 E. Broadway ~ Tucson, AZ
 Speaker: Marcus Sredzinski
 Topic: Pharmacy/Drug update
 Members: \$25 ~ Guests: \$30
 Email registration to valenzuela.susana@principal.com



UNITED HEALTHCARE

Lunch-N-Learn

PHOENIX

Wednesday, May 19, 2010
 Embassy Suites ~ 2630 E. Camelback Rd. ~ Phoenix, AZ

TUCSON

Thursday, May 20, 2010
 Viscount Suite Hotel ~ 4855 E. Broadway ~ Tucson, AZ

Topics: Group Product Update
 Health Care Reform/Legislative update by Jake Logan
 12:00pm Registration & Lunch
 12:30pm-2:00pm Program

RSVP to marlana.mertz@blackgould.com by 5/7/10. A reservation and confirmation are required. Please specify which meeting you will be attending.

HEALTH NET

Group & Individual Product Rollout

PHOENIX

Tuesday, May 25, 2010 ~ 8:30am check-in & Cont. Breakfast 9:00-10:30am program

Phoenix Country Club ~ 7th Street & Thomas Rd. ~ Phoenix, AZ

TUCSON

Wednesday, May 26, 2010 ~ 1:00pm check-in 1:30-3:00pm program
 Tucson Country Club ~ 2950 N. Camino Principal ~ Tucson, AZ

Topics covered at both meetings:

- ◆ Selling strategies
- ◆ New plan portfolio
- ◆ Making more money with Health Net

RSVP to marlana.mertz@blackgould.com by 5/14/10. A reservation and confirmation are required. Please specify which meeting you will be attending.