



# BGA Update

Black, Gould & Associates

www.blackgould.com

June 2010

## 2010 Federal Poverty Guidelines

With the passage of HealthCare Reform, we've received a number of requests for the Federal Poverty guidelines, below you will find that information.

All states except Alaska, Hawaii, and D.C.

<u>Family Size</u>	<u>Percent of Poverty Guideline</u>		
	<u>100%</u>	<u>133%</u>	<u>200%</u>
2	\$14,570	\$19,378	\$29,140
3	\$18,310	\$24,352	\$36,620
4	\$22,050	\$29,326	\$44,100



June 2010  
Black, Gould & Associates, Inc.

**HOLIDAY CLOSURE**  
**4th of July**  
**Monday, July 5, 2010**

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

**Phoenix office**  
3800 N. Central Ave.  
9th Floor  
Phoenix, AZ 85012  
Phone (602)277-2144  
Toll Free (800)407-0376  
Fax (602)241-9711

**Tucson office**  
4516 E. Camp Lowell Dr.  
Tucson, AZ 85712  
Phone (520)290-8822  
AZ Toll Free (800)423-5582  
Fax (520)296-0899

## June Monthly Production Winners

Congratulations to the following Producers for their May Production:

### Phoenix

**Most New Group Premium** - Gerald Rochon  
**Most New Groups** - Marreel Slater Insurance  
**Most New Indv Policies** - Cyndi Griner

### Tucson

**Most New Group Premium** - Phil Spector  
**Most New Groups** - DRS Insurance Services  
**Most New Indv Policies** - A Insurance Shoppe

## From The Group Department

### **DELTA DENTAL OF AZ**

#### Introducing SmilePoints®

This July Delta Dental of Arizona will be introducing SmilePoints, a new rewards program for producers. SmilePoints is your opportunity to satisfy your clients' dental and vision benefit needs with valuable, yet affordable, dental and vision coverage while earning points for fabulous rewards for yourself.

You can earn SmilePoints for all new Delta Dental of AZ group business sold after 7/1/2010.

- ◆ For your **FIRST** sale
- ◆ For each new group dental & vision sale
- ◆ For each life covered in the initial enrollment
- ◆ On a graduated scale-more points for more lives (eligible enrolled employees)

All Delta Dental of AZ appointed brokers are automatically eligible to register for the SmilePoints program. Once registered, you can browse through the online product catalog with hundreds of brand name items to reward yourself when you redeem your SmilePoints. You can also set up a wish list of rewards that includes a points gauge indicating how close you are to reaching your reward.

### **UNITED HEALTHCARE**

#### Three NEW 10K Deductible Plans in Arizona

Choice Plus Balanced Value-15/10,000/100% Plan B6Y  
Choice Plus Balanced Value - 15/10,000/100% Plan B6X  
Choice Plus Balanced Value - 15/10,000/100% Plan B6X

For additional information, please contact your BGA Group Account Executive.

### **SMALL GROUP & INDIVIDUAL NEW BROKER TRAINING**

#### Phoenix BGA Office

August 19, 2010

#### Tucson BGA Office

July 20, 2010

The sessions are held every month at 10:00am until approximately 12:30am. Please RSVP to: [marlana.mertz@blackgould.com](mailto:marlana.mertz@blackgould.com) for the Phoenix meetings, or [lizette.vega@blackgould.com](mailto:lizette.vega@blackgould.com) for the Tucson meetings.





## From the Individual Department

### ASSURANT HEALTH

#### Applications with a child up to age 19

For applications submitted that include a child up to age 19 before September 23, if Assurant is unable to rate the risk, the application will be declined. After September 23, 2010 Assurant will begin guaranteed issue without underwriting on the child up to age 19.

### PACIFICARE

#### Individual Market Exit

PacifiCare Life Assurance Company (PLAG) will be exiting the individual health insurance markets in Arizona, Colorado, Nevada, Oregon, and Texas (state where coverage initially issued) at the end of the year. State and federal laws require PacifiCare to provide clients with at least a 180-day notice of termination of their coverage. On June 10, 2010, PacifiCare sent letters to affected clients notifying them their individual health insurance coverage will terminate on December 31, 2010.

Most clients will receive an offer for a new, guaranteed issue health plan from Golden Rule Insurance Company by October 1, 2010. Like PacifiCare, Golden Rule is a UnitedHealthcare company. Through UnitedHealthcare, Golden Rule offers one of the country's largest networks of doctors and hospitals and discounts on quality care of up to 50%. Plus, Golden Rule is well known for outstanding customer service.

If the anniversary of their coverage occurs before December 31, they will be able to renew their PLAC coverage, but only until that date. Clients must continue to meet all terms and conditions of the contract for coverage to remain active until that date.

Although exiting the individual health insurance market, PLAC will continue to provide the same level of quality service until your clients' coverage terminates. If you or your clients have any questions regarding the current coverage, please contact your Individual Account Executive.



## From the Medicare Department

### CIGNA

#### PFFS Plans will not be offered in 2011

CIGNA announced they will not offer CIGNA Medicare Access® (PFFS), their individual private fee-for-service medical plan, in 2011.

CIGNA will continue to offer CIGNA Medicare Rx® (PDP), their nationwide individual prescription drug plan, and CIGNA Medicare Select® (HMO) (available in select counties in Arizona) in 2011 and beyond.

To make sure you are fully informed, below are highlights of what is changing and what is staying the same for the remainder of 2010 and for 2011.

- ◆ There is no visible impact to customers in 2010.
- ◆ Benefits, coverage, and premiums for 2010 for CIGNA PFFS are not changing; no one is losing coverage.
- ◆ CIGNA will continue to provide all individual PFFS administration, such as processing enrollments, issuing ID cards and paying claims.
- ◆ There is no change to contact information. Please continue to use the same phone numbers, fax numbers, websites and addresses to reach the same CIGNA teams as before.
- ◆ Agents can continue to offer CIGNA's nationwide PDP and Arizona HMO products in 2010 and beyond, as approved by CMS. Current CIGNA PFFS customers will need to select a new medical coverage option for 2011. In the fall, CIGNA will provide a notice to these customers that their plan will not be offered in 2011.

Now is the time to start planning for these changes. Let us help you navigate the 2011 plan options in your state. If you have any questions, please contact your BGA Medicare Account Executive.

## Calendar of Events

### GPAHU

#### Monthly Speakers Luncheon

**Tuesday, July 20, 2010**

**11:30am – 1:00pm**

**Location:** Phoenix Country Club

7th Street & Thomas Rd.

Phoenix, AZ

**RSVP:** [info.gpahu@cox.net](mailto:info.gpahu@cox.net)

\$30 members/\$45 non-members

### SAAHU

#### Monthly Speakers Luncheon

**There will not be a monthly meeting in July.**





## Contests, Bonuses & Commissions

### AETNA

#### Spring into Summer Individual Sales Incentive for 2010.

This new Individual sales incentive program offers the opportunity to earn an extra \$250 to \$10,000 based on your sales during May, June and July. The more you sell, the more you can earn!

#### Program overview

- ◆ Begin earning by selling 5 online applications.
- ◆ Applications submitted online earn brokers an additional \$10 per application.
- ◆ May, June and July effective dates qualify.
- ◆ Applications must remain in force 60 days.

<u>Tier</u>	<u>Apps</u>	<u>Tier Payout*</u>	<u>Total**</u>
1	5	\$ 250	\$ 250
2	15	\$1,125	\$ 1,375
3	30	\$3,000	\$ 4,375
4	45	\$5,625	\$10,000

\* Payout is for achieving the tier listed in the table above and is not per application

\*\* Represents cumulative payout from any prior tiers

**\*\* \$10 additional per application if enrolled online – This is in addition to the maximum \$10,000**

#### Sales incentive program guidelines

- ◆ Applies to Aetna Advantage Plans for Individuals, Families and the Self-Employed, in all states where the plans are sold.
- ◆ Applies to enrolled and approved online or paper applications, based on effective dates, May-July 2010, and must be in force for 60 days.
- ◆ Sales incentive program payments will be issued beginning in late June 2010.
- ◆ Applications eligible for this program are based on TIN and SSN. Applications from different TINs and SSNs cannot be combined.
- ◆ Only available to licensed and appointed Aetna brokers.
- ◆ Broker must generate a minimum of 5 enrollments to be eligible for this program.
- ◆ Eligibility for payments under this program is conditioned on broker's advance disclosure of the nature of compensation programs to customers.
- ◆ Applications submitted for the AARP® Essential Premier Health and standalone dental plans do not qualify for this program.
- ◆ Applications must be submitted online to qualify for this bonus

Give your BGA Individual Account Executive a call for details.

### HUMANA

#### Higher 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, 2010 thru August 1, 2010.

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

- ◆ \$100 for each member if you end the bonus period with 26-50 more members than you started with
- ◆ \$150 for each member if you end the bonus period with 51 or more members than you started with

Plus, 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 buy-up
- ◆ \$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..

Contact your BGA Individual Account Executive if you have questions.

### UNITED HEALTHCARE

#### UnitedHealthOne "Bulls Eye" Membership Bonus

Per applicant bonus for business submitted June 7, 2010 thru September 3, 2010 (minimum 6 applicants).

#### Bonus

\$20 per member  
\$30 per member  
\$40 per member

#### New members from 6/7/10—9/3/10

6-30 members  
31-50 members  
51+ members

- ◆ Only business written in AK, AL, AR, AZ, CO, CT, DC, DE, FL, GA, IA, IL, IN, KY, KS, LA, MD, MI, MO, MS, NC, NE, NM, NV, OH, OK, PA, SC, SD, TN, TX, VA, WI, WV & WY is eligible
- ◆ Minimum of 6 members must be received during the contest period and issued by 9/17/10
- ◆ If coverage is terminated for any reason, the broker will be charged back for any difference in bonus amount paid and actually earned after charge back
- ◆ Assignment of commission does not apply
- ◆ One cash prize per broker, based on personal production
- ◆ Eligible products include Golden Rule health plans for individuals and families except Short Term Medical & Dental Plans.
- ◆ Qualification is based on production as writing broker
- ◆ Applications must be new clients only; rewrite of existing Golden Rule, American Medical Security, or PacifiCare individual clients do not count toward contest
- ◆ Applications cannot be split between brokers
- ◆ Agency business cannot be combined
- ◆ Only key brokers are eligible
- ◆ Platinum, Traditional, Internet brokers & Sponsored agreement brokers are not eligible
- ◆ 1099s apply

