

NewsfromBlue

IMPORTANT UPDATES FOR BENEFIT ADMINISTRATORS

August 2007

Pharmacy Enhancements Provide Member Savings

Pharmacy benefit enhancements, changes and new plan designs have been applied to all existing BlueOptions®, plans and new consumer choice series plans effective July 1—at no additional cost to our groups or members! They are as follows:

- For greater convenience, members taking prescription medication on an ongoing basis can request a 3-month supply and have it filled at select participating retail pharmacies. A 3-month cost share still applies.
- Members and their covered dependents can automatically save an average of 21% (based on national program savings data) on brand name and generic drugs not covered under their existing pharmacy plan (i.e. smoking cessation, weight management, contraceptives etc.) with the BlueSaverSM discount program*. There's no need for claims forms and the BlueSaver card is free to members, but does not replace their existing prescription drug coverage.
- Members will receive physician-administered injectables at no cost. However, they are still responsible for the office visit.
- Coverage for self-administered injectables is only covered under the pharmacy endorsement for the BlueOptions consumer choice series of plans. Exceptions include diabetes, transplant and oncology injections, which can be covered under pharmacy or medical benefits.

*BlueSaver Prescription Savings Card program also applies to BlueCare® and BlueChoice®. The BlueSaver savings program is administered by Medical Security Card Company (MSC) of Tucson, Ariz. and is not an insurance or HMO product or part of those policies. Participating pharmacies are independently contracted.

To find out more: [New Pharmacy Plans](#) and [Pharmacy Change Q&As](#)

Online Tools for your Employees

Help your employees with the new [Member brochure](#), designed to help our BlueOptions® and BlueChoice® members access and navigate through the online healthcare decision tools and resources that are available through Blueprint for Health®. The brochure can be requested from your BCBSF representative.

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Please contact your Blue Cross and Blue Shield of Florida representative if you have any questions.



BlueCross BlueShield of Florida

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BlueOptions – Helping Floridians

Offering our BlueOptions® consumer choice plans and packages, combined with our health services and programs is part of Blue's major effort to help Floridians obtain coverage.

In a recent news story, the Tampa Tribune reported that one company switched from a competitor's plan to one of our lower-cost BlueOptions plans—and increased enrollment nearly 75%! By doing so, the company was able to offer 100% coverage to their employees for less cost than what they paid to cover 50% with their previous plan. [Click here](#) to read the article.

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CDHP: Did You Know...

Your employees can increase their contributions into a Health Savings Account (HSA) account if their HSA health plan changes from a single coverage plan to a family coverage plan! Contributions up to the IRS annual maximum of \$5,650 are allowed. Please keep in mind that the higher contribution rate is based on the policyholder maintaining HSA family coverage for 12 months. If the family HSA plan is not maintained for 12 months, the account owner would be responsible for ensuring that they limit their contributions on a monthly pro-rated basis.

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NetworkBlue Update

[Click here](#) to view a listing of providers that have recently joined NetworkBlueSM.

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The Florida Blue Tour: On the Road for Health

We've launched a new promotional experience to increase consumer health care awareness—The Florida BlueSM Tour!

The Florida Blue Tour, a customized 18-wheeler that expands to 200 percent of its size, delivers comprehensive health care information, industry training and potential disaster relief to citizens across the state. The vehicle is staffed and equipped to offer visitors a personalized and interactive experience—including touch-screen kiosks showcasing our products and services, educational games, free massages, health screenings and much more!

Improving the well being of Florida's residents means more than just affordable health care. It takes dedication—and a promise to deliver smart, caring solutions. The Florida Blue Tour brings hospitality, service and care to our members. It shows that we are more than just an insurance company; we are a company that cares and gives back to our communities.

Watch for the Florida Blue Tour to roll into your hometown!

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Address for Member Status Change Requests

Small Group Enrollment Operations has issued an address change for member status change requests. For new hires, terminations or changes, please use the Group Member Enrollment/Change Application Form #21670-0905 SR or the Health & Financial Enrollment Change Application Form #22411-906 SR. Send requests to:

Blue Cross and Blue Shield of Florida
ATTN: Enrollment Membership and Billing
P.O. Box 44144
Jacksonville, FL 32231
Fax Number: 904-997-5471

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