

Myth Busters

from our Individual Underwriters

In the world of Underwriting so many things can be “clear as mud”. Let’s look at a few examples....

Application #1 (True or False): I don’t know why it would be a problem if I submit an application that’s incomplete. They can still start underwriting and it should speed up the process.

Answer #1: False. Some information is absolutely necessary to enter an application in the Underwriting system (i.e., complete name, date of birth, address, signature). An incomplete application slows the process down considerably. It is very important to make sure all sections are complete and all answers have details (including to-and-from dates of care; name of condition(s); type of treatment; degree of recovery). When a complete application is received, most decisions can be made within a few days.

Application #2 (True or False): My Client wants an effective date as soon as possible so I better get this submitted today. There are a few things missing, but I can get that to Underwriting later. I just want to make sure my client is effective the 1st of next month.

Answer #2: False. Effective dates are assigned after all information is received. Example: An application is received September 28th, asking for an October 1st effective date. We need height/weight for the children. This information is received October 10th. When approved, the policy will become effective November 1st.

Application #3 (True or False): My client had Regence Blue-Cross BlueShield of Utah in the past so I don’t see why they have to fill out the details on the application. Regence already has their records.

Answer #3: False. We may be able to see the client had coverage with us before, but that doesn’t mean we have medical records nor does it excuse them from submitting a complete application. If information on an application does not match the history we have, medical records will be required.



Enrolling New Groups in Regence's Newest Health Plans Just Got Easier!

Enrollment via spreadsheet is now available as an option to new to Regence groups size 51+ employees enrolling in InnovaSM, EngageSM, ActivateSM, and our associated Dental Plans. We anticipate employers may find this an attractive option. Once group set-up is complete, we can easily provide our online enrollment (eEnroll) and eBill features to continue ease of administration for your group.

The Regence Spreadsheet Enrollment procedure simplifies the process of providing initial enrollment data and reduces opportunities for data entry errors that can slow enrollment time. Groups have the choice of completing the Regence Spreadsheet Template or using an HR system download onto an Excel spreadsheet using the field format guide found in the template. The completed spreadsheet is then returned to Regence by secured email, the group's enrollment data is uploaded, and members are on their way to receiving membership cards in the most timely way possible.

Agents can find directions and the Regence Spreadsheet Enrollment Template in the *Quoting & Client Meetings* and *Group Set Up* sections of the Agent Toolkits located within Agent Center and on the Forms page for New products on the public Web site. Agents can also contact their Regence Sales Executive to receive what they need to initiate this new process with their groups.

The Regence Spreadsheet Enrollment Process is the newest addition to our suite of online enrollment tools. We also offer initial group set-up via our Online Enrollment (eEnroll) to group size 51+.

If you have questions or need help using our new Spreadsheet Enrollment procedure or any of our online enrollment tools, please contact your Regence Sales Executive.

Complete Health Statements Make All the Difference

When submitting groups size 2-50 it is important to make sure all information is included on the health questionnaire. We often find the following information missing:

- Height and weight
- Detail regarding conditions
- Dates of care
- Specific medications and the corresponding conditions

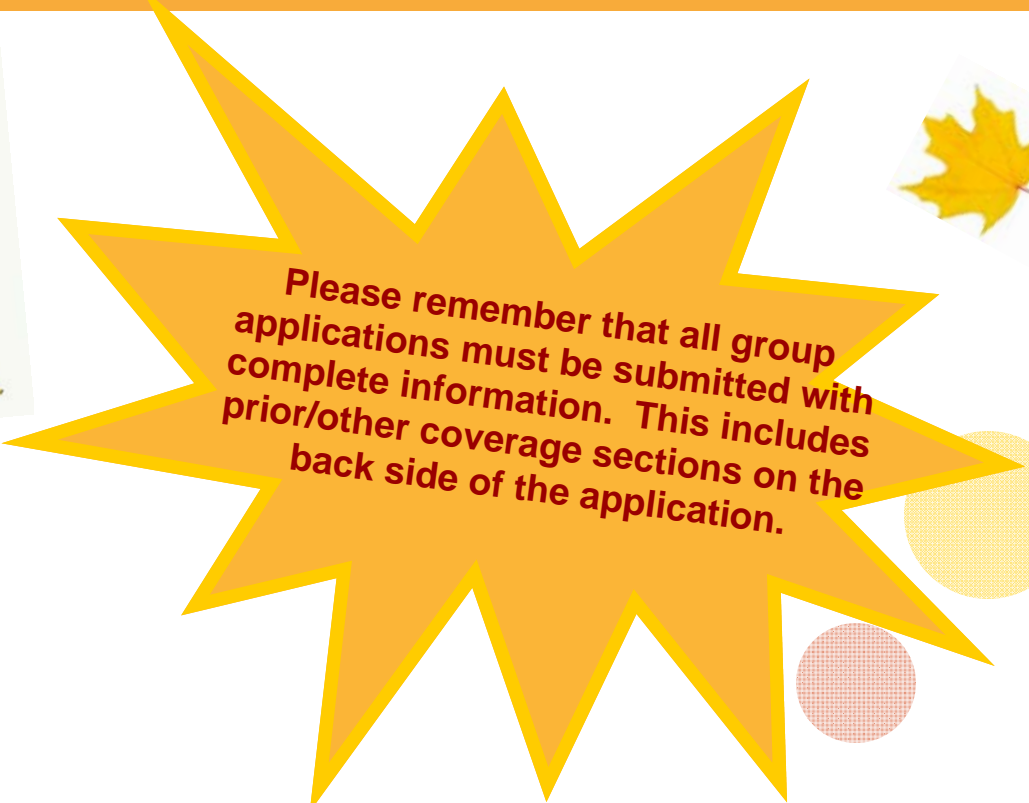
Completion of the health questionnaire will ensure a more accurate and often lower rate.



Despite Market Volatility Regence Remains Financially Stable

Recent activity in the stock market has shaken the stability of the financial market and hurt many community-based financial pools. Despite market volatility, Regence remains strong and financially stable. The company investment strategy remains consistent and unchanged. Outside of some limited exceptions, we do not invest our portfolio in limited partnership investment vehicles common with real estate, hedge fund and private equity investment funds. Regence maintains that a long-term perspective ought to be applied to our asset allocation, an allocation which emphasizes diversification, liquidity and high quality. The fact that Regence's assets can be sold quickly allows us to avoid prolonged down-side risk exposure to distressed securities with the market environment.

While not immune to the credit and liquidity crisis that has affected the market, Regence's investment strategy has proved a safeguard against significant damage. The company's investment portfolio will continue to be well-funded and provide long-term stability for our members' future. Overall, the Regence portfolio has lost only two percent year-to-date. Further, the company maintains an average credit quality rating of its portfolio of AA.



Please remember that all group applications must be submitted with complete information. This includes prior/other coverage sections on the back side of the application.



New Product

Available for January 2009 Groups

Your January 2009 renewals for 2-99 size groups are available in Agent Center today. We are excited to let you know that beginning December 1, 2008 Agent Center will include the latest edition to our new product portfolio, Regence HSA Healthplan 2.0SM for effective dates 1/1/09 and after.

The Regence HSA Healthplan 2.0 offers employers a combination of innovative health care coverage and the necessary tools and support to fully educate, engage, and reward their employees in becoming responsible health care consumers. In addition, our new HSA healthplan offers consumer-focused tools, rewards for healthy and money-wise behaviors, and competitive benefit designs at affordable rates.

Regence HSA Healthplan 2.0 will be available to groups of two or more employees for both new and renewing groups. Some special features included in this latest HSA healthplan release are:

- Valuable wellness programs and preventive care
- Competitive pricing

Watch for announcements regarding webinars and training events introducing the details of the Regence HSA Healthplan 2.0 in your area. We think you will find the Regence HSA Healthplan 2.0 a perfect fit for your employer groups that are looking to provide their employees with complete flexibility and ownership of their health care dollars and decisions.

Agent Resources

Starting December 1, 2008 you will find the information and resources you need on our public site and on Agent Center in the HSA 2.0 toolkit at

<https://www.regence.com/utreg/onlineService/agent/>

Updated support materials include

- Enhanced calculators to estimate healthcare costs
- New sales collateral
- Web Tutorial on Regence.com
- Dual Option Matrix and Guidelines
- New preferred banking partners



Thank you for your support and enthusiasm as we introduce this new product to the Regence community. We believe that our product suite meets the needs that groups have been telling us about, and we're excited about the opportunity that they offer you and your clients.

Contact Us

If you have questions about this product or the changes described above, please contact:

- **Your local Regence Sales contact:** <http://www.ut.regence.com/agent/contact/>
- **Commission Questions:** OR_AGENTDESK@regence.com

Another Award for myRegence.com!

The **myRegence.com** team has earned another industry award this past week. The Web Marketing Association recognized **myRegence.com** as an Outstanding Web site in the Health Care division in the 2008 WebAward Competition.

With entries from over 2400 Web sites from 45 countries in 96 different categories, the Outstanding Web site award allows the Web Marketing Association to recognize work above and beyond the standard of excellence. Since 1997, the WebAwards is the standards-defining competition that sets industry benchmarks for the best Web sites based on the seven criteria of a successful Web site: design, interactivity, technology, content, innovation, copywriting, ease of use to target audience.

Using this criteria, a panel of independent Internet experts score each site on a scale of 0-70 points. **myRegence.com** scored 64.5, notably above the average and with judge's comments such as this:

"10's across the board! I enjoyed the layout, design and found the site very easy to navigate and interactive. The videos were superb and well done. GREAT WORK!"



New Agent/Product Training

If you are a new agent or just need a brush up on our products, these trainings are ideal for you.

Group Product Training

December 10

Individual Product Training

December 11

9:00 AM

Marketing Lobby

Regence BlueCross BlueShield of Utah

2890 E Cottonwood Parkway

Salt Lake City, Utah

RSVP to Amy.Bischoff@regence.com



Congratulations!

Sue Luman of GBS is the winner of our mid year trip. Sue was our top producer selling of InnovaSM, EngageSM, and ActivateSM, which won her a trip of her choice. The sales contest is still running and will conclude at the end of 2008 with another winner. All you have to do to participate is sell Innova, Engage & Activate; it's that simple. The highest producing agent will win! Please see the back page for contest details....