

Producer News – November 2011 Special Edition



New Preferred FocalPoint Network
What Producers Are Saying
Provider System Facts
Regence Bonus Program



New “Preferred FocalPoint” network

Effective 1/1/12 we are launching a new highly aligned network called Regence Preferred FocalPointSM. It will be available to pair with the new Regence BluePoint and Regence HSA Healthplan 3.0 products. A complete, competitively-priced network, FocalPoint has been built from the ground up with special attention paid to provider referral patterns. This strategy for building the network is designed to help members stay in-network so they can best manage their out-of-pocket costs.

At-a-glance

- Preferred FocalPoint is a new highly aligned network designed to mitigate the upward trend in overall health costs
- Designed to be paired with the new “Regence BluePoint” product
- Preferred FocalPoint is an in-/out network
- Preferred FocalPoint is geographically centered along the Wasatch Front with facilities and providers from Brigham City to Payson
- Participating providers include, but are not limited to:
 - HCA MountainStar Hospitals
 - Hospital Corporation of American Physicians (HCAP)
 - University of Utah Hospital System and Medical Group
 - Primary Children’s Medical Center

What Producers are saying
about FocalPoint Network...

“Regence is the only carrier that has a high-performance network [FocalPoint] and a great out-of-state presence [BlueCard].”

“This is a game changer!”

“Thank you for supporting agents!”

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Ranked No. 1 in the Salt Lake metro area, according to U.S. News & World Report's 2011–2012 Best Hospitals rankings



South Jordan Health Center is the U's newest multispecialty center opening Jan. 2012. It will feature primary care, specialty care from the Moran Eye Center, Huntsman Cancer Institute and others, and a 24-hour emergency room



Achieved the HealthGrades Distinguished Hospital Award for three consecutive years



Recognized as a robotic-assisted surgery leader in Utah; this minimally invasive approach is utilized for gynecology, oncology and urology

FocalPoint Network Provider Facts



For two years in a row ranked in the top 10 of all academic medical centers in the country, according to the University HealthSystem Consortium's annual quality and accountability study



Home of the nationally recognized, state-of-art Spine and Orthopedic Center

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REMINDER:
Bonus Program

Sell new groups and get a bonus!

In effect for groups submitted and sold October 3, 2011, through December 16, 2011, for a January 1, 2012, effective dates.

We believe in you and the value you provide to our members. We also believe in our new group products: Regence BluePoint; Regence HSA Healthplan 3.0SM; and Regence Employee ChoiceSM.

By including the power of our new network, Preferred FocalPoint with these products, the time to move to Regence has never been better.

We believe so strongly in our new products and network that we're prepared to put some money on it. For an exclusive time, we're offering you an opportunity to earn a bonus for all new-group business sold on new products between October 3, 2011 and December 16, 2011, for January 1, 2012, effective dates.

What's eligible

New groups to Regence with January 1, 2012 effective dates. Confirmation of group sold by December 16, 2011. Eligible group products: Regence BluePoint; Regence Employee ChoiceSM; Regence HSA Healthplan 3.0SM; and Regence Preferred FocalPoint network.

Other bonus program rules

Regence reserves the right to terminate or modify this program at any time and without further notice. In order to qualify for a payment described in this flyer you must be an appointed producer with Regence and comply with all of the terms, conditions and limitations contained in (i) the Producer Agreement for Individual & Group Products applicable to your appointment, and (ii) Regence reserves the right to interpret the terms and conditions of this bonus program.

Payout will be reported on Schedule A (Form 5500) to all applicable groups. A producer may opt out of the program at any time by providing written notice to Regence. This bonus program does not apply to other arrangements that have custom components. Please consult with your Regence Sales Executive for more details.

Here's how it works

We'll track new groups sold on our new products and network between October 3, 2011 and December 16, 2011, and give you a bonus by December 31, 2011!

- **2 to 9 employees**
 - \$250 on the first and second cases
 - 3rd case pays \$500/increased payment retroactive to the first case
- **10 to 50 employees**
 - \$500 on the first and second cases
 - 3rd case pays \$1,000/increased payment retroactive to the first case
- **51 to 200 employees**
 - \$1,000 on the first and second cases
 - 3rd case pays \$2,000/ increased payment retroactive to the first case

*Rules are subject to change
Confidential and Proprietary*

*Regence BlueCross BlueShield of Utah is an
Independent Licensee of the BlueCross
BlueShield Association.*

