

Blues News - February 2012

Regence BlueCross BlueShield of Utah would like to thank all of our agents that helped us achieve significantly higher than goal member retention in 2011. We also had a number of groups who had left us as customers for a short time return to us as clients this last year. We couldn't have achieved any of these milestones without you!!

Finding a health plan that meets the needs of a small business employer can be a huge challenge for the employers and employees alike. That's why Regence BlueCross BlueShield of Utah has developed **Employee Choice** for small businesses.

Employee Choice offers employers nine different benefit plans to choose from. Employers can select from five **Regence BluePoint** options plan and four **Regence HSA 3.0** plans. Employee Choice provides a new level of flexibility for employers trying to offer more for less. It allows an employer to decide how much he or she can contribute to their employees' health plan; then each employee can determine how best to apply that contribution. No matter how many options the employer offers, there is no additional cost.

Regence BluePoint provides flexibility and savings. Employers select the level of co-pay, coinsurance and deductible that is right for their group. Preventive benefits, a prescription drug program and a personal wellness program are included for each member. BluePoint offers its members the highest level of benefits at a reasonable price.

Regence HSA 3.0 provides a comprehensive medical plan and a tax free savings account all in one with the level of benefits you've come to expect from Regence. The HSA provides an easy way to save pre-tax dollars for medical expenses.

In an effort to provide a healthcare network with the highest quality of care at an affordable price, Regence BlueCross BlueShield of Utah has partnered with MountainStar Healthcare and the University of Utah Health Care to create the **Preferred FocalPoint** network. The FocalPoint network is geographically centered along the Wasatch Front from Brigham City to Payson. It offers members' access to Utah's finest hospitals and physicians including St. Mark's Hospital, Ogden Regional Hospital, Timpanogos Regional Hospital and University of Utah Health Care. The Focal Point network can help employers reduce costs significantly. This new network features providers that have a record of producing the best health outcomes at the best price. FocalPoint also affords members access to the BlueCard program which allows them to receive care from any BluePlan PPO providers around the country as well as internationally.

MountainStar Healthcare President John Hanshaw noted, "We believe the new "Preferred FocalPoint" network brings the top healthcare providers within Utah communities together in a way that will deliver high value. We are mutually committed to cost effectively meeting healthcare needs of small businesses throughout Utah and improving patient care for all Regence health plan members."

"We are pleased to partner with Regence to make the University's extensive primary, specialty and emergency care services available to small business owners," said Vivian S. Lee, M.D., Ph.D., M.B.A., CEO of University of Utah Health Care. "Our hospitals and neighborhood health centers are nationally recognized for high quality, affordable care – something we know every employer can appreciate during tough economic times."