



# Regence

Regence BlueCross BlueShield of Utah is an independent licensee of the Blue Cross and Blue Shield Association

## **Regence HSA (Health Saving Account) Healthplan 2.0 FAQ:**

### ***Q: When will the Regence HSA Healthplan 2.0 be available?***

**A:** The Regence HSA Healthplan 2.0 will be available to quote and enroll on 12/1/2008 and is for effective dates of 1/1/2009.

### ***Q: What size of groups can be placed on the Regence HSA Healthplan 2.0?***

**A:** The Regence HSA Healthplan 2.0 will support fully insured groups of 2+.

### ***Q: What is new on the Regence HSA Healthplan 2.0?***

**A:** There are several important new components with the new product. Due to gained operational efficiencies of the new platform, Regence is able to offer a pricing reduction compared to the older Regence HSA offering.

A \$5,000 deductible option has been added to the benefit platform. See the Summary of Benefits in Agent Center and on the public website for a complete listing of the benefit options.

The pharmacy benefit has been enhanced to point of sale so members no longer pay %100 and then get reimbursed. Members pay %20 coinsurance after deductible at point of sale.

Additionally, there are several new support services and tools for employers and members.

Regence HSA Healthplan Specialists are available to provide personalized, interactive support to HSA members. Available support: finding a provider, estimating cost of care, support setting up, using and maintaining an HSA account, locating tax and investment resources, etc.

New and enhanced tools can be found in the HSA 2.0 Agent Toolkit within Agent Center and on myRegence.com:

- Employer & Member Calculators - designed to help employers and employees make informed choices about whether an HSA is right for them.
- Updated Navigational Guide - a resource for members to make HSAs simple and easier to understand.

### ***Q: What banks can my customers use for the Regence HSA Healthplan 2.0?***

**A:** A group may select any bank to administer and manage their HSA program. Regence has established partner banking relationships with three banks. These banks support the desired member experience and timelines for our HSA Healthplan 2.0 product.



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***Q: Who are the Partner Banks and what can we expect from the partnerships?***

**A:** The Partner Banks are: US Bank, HSA Bank, and Wells Fargo. Each of these banks have been supporting HSAs for several years, will have co-branded web sites for your customers ease of use, and joint marketing materials with Regence to aid you in the selling process. Log on to Agent Center and the HSA 2.0 Agent Toolkit for links to the bank websites and an overview of bank resources.

***Q: Why doesn't an HSA show up with other accounts when a member holds other accounts with a bank?***

**A:** Member's checking/savings accounts are held and managed by the bank's consumer division where the HSA is typically (today) held and managed by a separate functional business group such as "commercial" or "treasury" services. Some banks may show all of the member's accounts together but this varies among the banks.

***Q: Will local banks know how to handle a reimbursement so that it doesn't look like an additional deposit to an HSA?***

**A:** Not at this time. Members will need to use the online contribution process or contact the bank's customer service for any deposits. The retail locations (for the banks we use) do not support the HSA.

***Q: What types of companies are most likely to purchase an HSA?***

**A:** We have typically seen companies who have a leadership that is involved and engaged in their employees well-being. These companies are looking at getting out from 'renting' health insurance each year and into a plan that allows more ownership. Employers are using the rollover capability of an HSA as a 'selling point' to their employees.

***Q: HSAs take a lot of work to sell and manage. How is Regence addressing this to make it easier?***

**A:** As a Regence Channel Partner, your time is valuable and important to us. We have done a couple things to make selling HSAs for Regence easier for you:

- Regence has dedicated customer service specialists for Regence HSA Healthplan 2.0 members as described above.
- Dedicated support teams at our partner banks. US Bank, Wells Fargo, and HSA Bank each have teams dedicated to Regence that support our member experience, ordering process and customer support. As a Regence Channel Partner, you are able to utilize these teams to find order status and ask questions regarding your customer's account. Your customer is also able to work directly with these bank support teams, allowing you more time with other customers.



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- More educational tools available: Within Agent Center you will see an enhanced Member Calculator and a NEW Employer Calculator designed to help employers and employees make well-informed decisions around HSAs.
- Advertising support in all markets

***Q: How do I get more information about the Regence HSA Healthplan 2.0?***

**A:** Contact your Regence Sales or Account Executive at <http://www.ut.regence.com/agent/contact/>