



Broker Buzz - February 2009

February 17, 2009

A Fresh New Look For MVP

Introducing MVP Health Care's new logo, conveying our commitment to wellness and innovation. It will be launched on April 30, 2009.



In the past few years, MVP Health Care has developed a variety of new plans, features, and benefits - from valuable wellness extras to care management programs to customer service enhancements - to better serve the needs of employers and members.

On April 30, 2009, we will introduce a new logo that captures this spirit of innovation and improvement. And we wanted you to be one of the first to see it.

In developing this design, we sought the input of our employees, members, and business leaders like you. Many of those people liked that this design builds on the tradition of our previous logo - particularly the healthy apple icon and the color red. Others noted that it has a very modern feel, viewing it as a "path to wellness." And everyone agreed that it perfectly suited a health plan with a proud past...and an eye to the future.

Even though our new logo debuts at the end of April, it may take several months for us to update

Even though our new logo debuts at the end of April, it may take several months for us to update the logo on the many signs, sponsorship banners, and other materials in your community. Please note that, in the interest of being environmentally conscious, we will continue to use all existing printed materials (ID cards, provider listings, and other brochures) with the former logo until we need to print new ones.

MVP members will continue to use their current member ID cards - as everything about our plan and our benefits are staying exactly the same.

If employers offer Medicare coverage for employees and retirees through MVP, please note:

Effective April 30, 2009, "Gold" will become "Preferred Gold."

This is a slight change to the plan name only. All benefits, costs, and processes will remain the same and members will keep the same ID numbers.

We are also telling employers about our new logo in the upcoming edition of Healthy Workplace, our employer newsletter.

As always, MVP Health Care is here to help our customers take on life and live well.

IMPORTANT REMINDER: Verify New, Small Group Members are Enrolled

Using our new quoting tools, you have reviewed MVP small group products online, proposed a plan that fits your client's needs, and have made the sale. The final step - if your client has given you permission - is to perform the necessary online enrollment of the small group.

Getting members enrolled on the system is crucial to completing the sale. Therefore, you must validate enrollment for every member from the Roster Management screen. If members are not enrolled, it could impact the distribution of plan materials like ID cards and coverage documents. It could even adversely impact the effective date of coverage.

Here is a two-step process to ensure that members are enrolled using our online tool:

1. After verifying the member's enrollment data is correct in the Roster Management screen, please check the box next to the member's name. This box is to the left of the member's name.
2. Then be sure to click on "Enrollment Verified."

Roster Management

Legend

-  Members information has been saved.
-  Members information has been saved and an email notification was sent.
-  An email invitation to enroll has been sent to the member.
-  The member has waived coverage.
-  The member has been enrolled.
-  The member enrollment data has been verified.

Purchased P

PPO Preferred

<input checked="" type="checkbox"/>	Name	Email	SSN	Coverage Status	Sub Group	Class	Plans
<input checked="" type="checkbox"/>	John test	test@email.com	456-45-6456	Elected Coverage	EAST	Active	PPO Preferred-P0260S-7637

1.

Back Add New Member Upload Census

Save Member Details Initiate Enrollment Enrollment Verified

2.

If these two steps are not followed, this information will not be sent to MVP for enrollment. Please ensure that you perform these necessary enrollment steps.

Open Enrollment Survey Going to Employers

We are gearing up to send a survey to employers about their experience with MVP Health Care. There are 50 multiple-choice questions ranging from satisfaction with account service and support, accounts receivable, and level of service experienced during fall open enrollment.

Specific comments and suggestions can also be given. The responses we receive will help us focus on areas we can improve, as well as those things that are working well.

The surveys will be sent by the end of February.

Temporary ID Cards Available

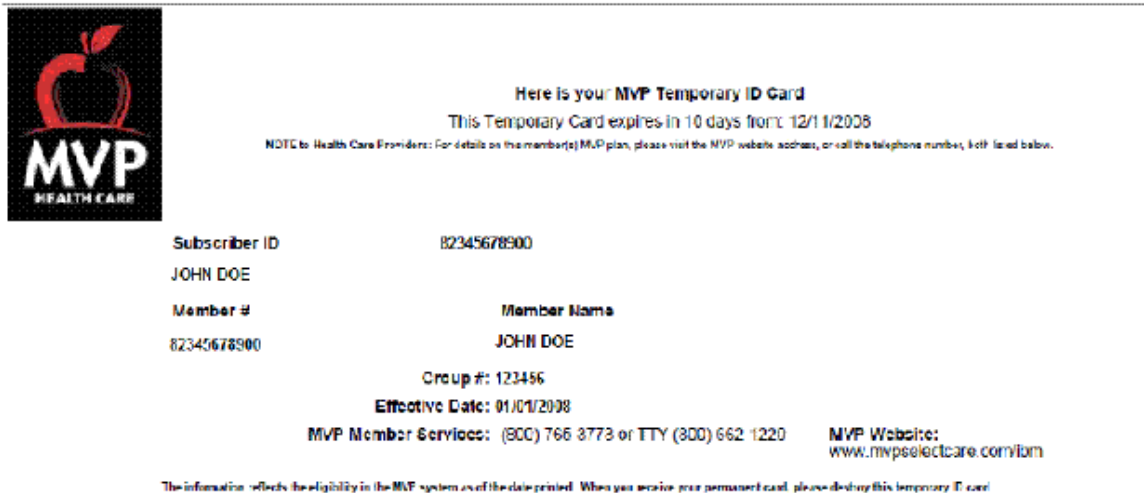
Temporary member ID cards are now available to members and brokers online. Brokers can access the MVP's employer Web site with a client's permission and login/password and request ID cards for any member that may need services before permanent ID cards arrive, or if one is lost.

Here are the steps to follow to login and access the temporary ID card feature:

1. Go to www.mvphealthcare.com/employer/ and select the "Employer Logon" option.
2. Enter the login and password for the employer.
3. After logging in, go to and click on "Group Roster" found on the employer home page.

2. Enter the login and password for the employer.
3. After logging in, go to and click on "Group Roster," found on the employer home page.
4. You can perform a search of the member for whom you want the temporary ID card. After you locate the member you want, click on the member's name.
5. Next, select the "Order ID Card" option.
6. Another window will appear to give the option of requesting a permanent ID Card or to display a temporary ID card for the member.
7. After displaying the temporary ID card, you can print out the ID card.

The temporary ID card is good for 10 days from the date it is printed. A sample of one is shown below:



New Proposal Service, Process Coming Soon

In an effort to improve service, we will be introducing a new streamlined approach to the proposal submission process. This new process will include a dedicated proposal mailbox, ProposalRequest@mvphealthcare.com.

Look for a letter soon that will detail the process and procedures to follow.

In Force Membership Leaders

1. Rose & Kiernan, Inc.
2. Robert G. Relph Agency, Inc.
3. Benetech, Inc.
4. Jaeger & Flynn Associates, Inc.
5. Palmiter Benefits Group, LLC
6. Marshall & Sterling
7. Ulster Insurance Services
8. Adirondack Trust Insurance
9. Gilroy Kernan & Gilroy
10. First Niagara Risk Management

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