

Subject: Broker Buzz - February 2009, MVP/Preferred Care



Broker Buzz- February 2009 **February 17, 2009**

Preferred Care Will Soon Have A New Name

Thank you for choosing to promote us as the health plan of choice when considering the health and vitality of your clients and their employees.



On April 30, 2009, Preferred Care will become MVP Health Care. Within this Broker Buzz, and at MeetMVP.com, you will find detailed information about this change, the reasons for it, and what it means to you and your clients.

Please know these few simple facts:

Our benefits, costs and how our plans work will stay exactly the same. This is truly a change in name only - we are still the same stable company. We remain dedicated to you, to all of our valued employers and members, and to the entire Rochester community.

Thank you for choosing to promote Preferred Care. We will continue, as MVP Health Care, to help your clients and their employees take on life and live well.

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Some Questions and Answers

About our New Name

Q: Why is Preferred Care changing its name to MVP Health Care?

A: In 2006, our companies combined. And now, as we continue to launch new products, services and benefits across our combined service area, we need to simplify to just one name - to be more efficient and less confusing for our customers, our members, and the many doctors and hospitals in our network. We will become MVP Health Care on April 30, 2009.

Q: In simplifying to one name, why did you choose "MVP Health Care" instead of "Preferred Care"?

A: Both MVP and Preferred Care are top-rated, well-known and well-liked brand names in their own service areas. MVP Health Care is an independent, not-for-profit company serving more than 700,000 members in New York State, Vermont, and New Hampshire, including 320,000 Preferred Care members in the Greater Rochester region. We chose the name of the larger plan to make this transition as easy as possible.

Q: What does "MVP" stand for?

A: When MVP began 25 years ago in eastern New York State, it was called Mohawk Valley Physicians Health Plan. As the service area expanded beyond the Mohawk Valley, the name changed to MVP Health Care. MVP is headquartered in Schenectady, NY, near Albany.

Q: Can you tell me a little more about MVP?

A: MVP and Preferred Care are similar in many ways. Like Preferred Care, MVP was recently designated one of America's Best Health Plans by U.S. News and World Report. Both companies were rated "Excellent" by the National Committee for Quality Assurance in 2008. Both companies are known for being wellness-oriented, innovative and customer-focused.

About Our Benefits

Q: Sometimes when a company changes its name, a lot of other things change - like cost, quality, or customer service. Will that happen when Preferred Care changes to MVP Health Care?

A: No. Your benefits, your costs, your doctors and hospitals-everything in your clients' health plan - will stay exactly the same when our name changes on April 30. This is truly a change in name only...because we are already the same company. MVP Health Care and Preferred Care combined in 2006. Our offices are staying here in Rochester. Our local Member Services team will remain at 220 Alexander Street in Rochester. Our commitment to supporting the culture and community of the Rochester region will continue.

Q: Are specific plans changing?

A: No. Benefits, costs, copays, doctors, and hospitals all stay exactly the same. Our coverage stays the same. Our customer service stays the same.

Q: Will all of MVP Health Care be operating on one system as of April 30?

A: No. This is a name change only. The systems integration will be occurring over the next couple of years.

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Q: When will members get their new MVP ID cards?

A: New member ID cards will be mailed in April. And the member numbers will stay the same. Members can continue to use their Preferred Care ID card until the new card arrives.

Q: How does this affect our retirees covered by Preferred Care Gold or GoldAnywhere?

A: Medicare plan members will receive the same communications as the rest of our membership - a notification in early March and a new ID card in April. Medco prescription cards will not change.

There will be a minor change in the Gold HMO product name. It will become "Preferred Gold" on April 30, 2009. The "GoldAnywhere" PPO product name remains the same. Other than the Gold plan name change to Preferred Gold, nothing else will change for our Gold and GoldAnywhere plan members.

Q: Will all the providers in the network accept the new MVP ID card?

A: Yes. We have already informed all of the doctors, hospitals, and pharmacies in our Rochester-area network about the name change. If, for any reason, a doctor's office is unsure about a member's ID card, please ask them to call us at the same phone numbers they normally use to reach us. If you or your clients need help with an office issue, you may call your Account Representative.

About Telling Your Clients

Q: What should we tell our clients?

A: We intend to be very clear in communicating about this to our employer groups and members. We encourage you to do the same. The key message to communicate is that this is a change in name only - that we are still the same company, and that your clients and their employees still have the same coverage. Feel free to direct your clients to our Q&A site at MeetMVP.com or to call the Preferred Care Member Services Center. Representatives are available weekdays from 7 a.m. to 6 p.m. (Eastern Time) at 585-325-3113 or 800-950-3224. TTY users may call 585-325-2629 or 800-252-2452.

Q: When should we tell our clients?

A: You may start telling them immediately - we will inform employers by the end of February and our members the week of March 9. That way, we can directly answer many of the questions your clients may have ... and minimize your time spent answering questions. On May 1, after we have informed all of our customers and business partners, we will launch a mass media campaign to help inform the entire Rochester community about our name change.

About Our Connection to the Community

Q: Preferred Care sponsored many community events and organizations in and around Rochester. Will MVP Health Care continue this tradition?

A: Yes! MVP Health Care will continue this dedication to the Rochester community - by actively supporting and taking part in events throughout the year.

Q: Will MVP Health Care continue offering wellness classes and programs?

A: Absolutely! Helping people take on life and live well is our mission and our passion.

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A: Absolutely! Helping people take on life and live well is our mission and our passion. From our popular Wellness Extras to the KidPowersm youth soccer clinics (featuring Rochester's Abby Wambach) to many other wellness events and activities, we will proudly continue these programs.

About Getting More Information

Q: How can I contact my Account Representative?

A: Simply call your same representative using the same contact information.

Q: What Web site should I use to manage benefits and other information?

A: Beginning April 30, please visit mvphealthcare.com (if you go to preferredcare.org, you will simply be directed to the new site) - where you can access all the same account information.

Q: What if I have other questions?

A: We appreciate your questions and input. We also invite you to explore MeetMVP.com, offering more information about the name change, an expanded Q&A for employers, and the opportunity to ask questions that matter to you. If several people ask us the same question, we may add the question to this Q&A on the Web site.

IMPORTANT REMINDER: Make Sure 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.

2.

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

Open Enrollment Survey Sent to Employers

Surveys were recently sent to employers to convey their experience with Preferred Care/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.

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@mvphhealthcare.com.

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

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