



Broker Buzz - June 2009

June 19, 2009

Error and Omission Certificate Needed

Please send copies of your Error and Omissions (E/O) certifications as they are renewed. You can do this by e-mailing copies of the certification using brokercustomerservice@mvphealthcare.com. You may also mail it to us at the address shown at the bottom of this newsletter.

As with your license, if we do not have current E/O certification info on file, we cannot pay commissions.

As part of our ongoing integration, MVP will appoint brokers who have valid agent licenses to MVP Health Plan, Inc. within the next six weeks.

Please be aware all agency licenses on file will expire on June 30, 2009. If you have not already done so, please forward a copy of your renewed agency license.

Thank you for your cooperation.

Reminder - 2009 Breakfast Meetings - Please RSVP to Join Us!

MVP Health Care is please to invite you to attend on our Regional Broker Meetings. You'll learn more about our new products for 2009, wellness enhancements, continuing technology improvements for small group business, regulatory activities and our efforts to manage health care costs.

We've scheduled meetings around our service area for your convenience, so pick the location, mark your calendar and RSVP ASAP. To RSVP, please contact Carmela Pasquarella at 518-388-2047 or by e-mail, cpasquarella@mvphealthcare.com.

Rochester Area Breakfast Meeting

Wednesday, June 24, 2009

8:30am - 11:00am
Rochester Plaza Hotel & Conference Center
70 State Street
Rochester, NY 14614
585-546-3450

Central New York Area Breakfast Meeting

Thursday, June 25, 2009
8:30am - 11:00am
Turning Stone Resort - Shenandoah Clubhouse
5218 Patrick Road
Verona, NY 13478
800-771-7711

East Area Breakfast Meeting

Friday, June 26, 2009
8:30am - 11:00am
The Desmond
660 Albany Shaker Road
Albany, NY 12205
518-869-8100

Mid-Hudson Area Breakfast Meeting

Monday, June 29, 2009
8:30am - 11:00am
Hotel Sierra
100 Westage Business Center Drive
Fishkill, NY 12524
845-897-5757

Please join us - We look forward to seeing you!

Expert guidance to achieve positive lifestyle changes

With MVP's Preferred EPO, PPO and TriVantage EPO plans, we have a great way for members to get the advice they need and keep them motivated to meet their wellness goals.

As part of the Wellstyle Extras package, members of these plans have access to Lifestyle Coaches. These health coaches help members reach their goals by developing a customized plan of action with support through one-on-one telephone consultations to help them quit smoking, lose weight and develop exercise programs. The health coaches are part of Healthyroads™, a self-help health improvement program that focuses on obesity management, tobacco cessation, and disease prevention. Healthyroads is part of American Specialty Health (ASH) one of the nation's leading complimentary health benefits organizations.

It is easy to participate in Healthyroads Coaching Programs. Members can call Healthyroads toll-free at 1-877-330-2746 (Monday through Friday, 8:00 a.m. to 9:00 p.m. Eastern Time). At that time:

1. A Healthyroads representative will describe the program and answer any questions. Members can

- even schedule the first coaching session during this call.
2. A program manual will be sent to the member's home at no charge.
 3. At the scheduled appointment time, a Healthyroads coach will call the member
 4. Additional coaching sessions can be scheduled as requested by the member (up to 52 weekly sessions per year).

To keep members motivated and following their customized program, MVP offers real dollar rewards in the form of checks or gift cards to members who follow the program and reach their goals, up to \$300 per year! Credits earned towards the rewards are only good for the calendar year in which they were earned.

Refining and Expanding Online Functions for New Group Enrollment

Last year, we unveiled a new, convenient way for broker partners to review our small group product offerings, submit proposals to employers, compare plans, and enroll groups online. While use of these tools was widespread, we received feedback and/or suggestions to improve some functions.

We continue to seek your opinion so that we can make these applications easy for you to use. Based on your input, we are improving the online enrollment function - making it easier to ensure that small group members are indeed, enrolled online. Additional improvements underway:

- Ability to delete old proposals from your account.
- Ability to edit or modify quotes after sending to the employer group.
- Addition of monthly and annual group premium to quotes.
- Ability to display benefits and corresponding rates for a single plan.

Also, MVP will be offering online renewals for small groups to brokers later this summer, starting with November 1, 2009 renewals. The renewal process will notify brokers and employers alike when group(s) are up for renewal with MVP, at least 60 days in advance. Also, the online renewal application will provide suggestions on alternative product choices that might be of interest to the employer, based on their needs and experiences.

Additional information on this new functionality will be discussed at our regional breakfast meetings this month and presented in future editions of *Broker Buzz*.

Federal Mental Health and Substance Abuse Parity

MVP has sent letters to our large employer groups (over 50 employees) about this legislation. These letters notify employer groups of the mandate, its purpose and the impending impact it may have on current benefits.

In our employer letters, we included a note regarding special considerations related to implementation dates for benefit plans that are subject to collective bargaining agreements.

If you would like a copy of the letter that was sent, please contact your Account Representative.

Formulary Updates

The following information tells about changes to the formulary effective June 1, 2009. For the most up-to-date information, visit www.mvphealthcare.com and choose "Brokers" then "Pharmacy".

New Drugs (newly approved by the FDA, prior authorization required, Tier 3 unless otherwise indicated)

Kapidex®	Savella®	Gelnique™
Vectical™	Ryzolt™	Zolpimist®
fludarabine		

Drugs Added to Formulary (tier 1)

stavudine
divalproex ER
divalproex sprinkle

Drugs Not Added to Formulary (tier 3) **Drugs Removed om Formulary** (tier 2 to t3)

Epiduo™	Acanya™	Zerit®	Depakote ER®
		Depakote Sprinkle®	

Drugs That No Longer Require Prior Authorization

Requip XL® Durezol™

Zyvox® policy

All Zyvox® prescriptions will require prior authorization including Zyvox® Injection (administered in the office setting).

Hepatitis B Oral Agents

Prior authorization was removed for Hepsera® , Baraclude® , Tyzeka® and Eпивir HBV® . Policy will remain in place to support retrospective review.

Quantity Limits

Quantity limits apply to the following medications:

Sancuso® - 2 patches every 30 days

Aloxi® - 4 capsules every 30 days

Epi-Pen® - 2 units every 30 days

Buprenorphine

Effective July 1, 2009, prior authorization will be removed from Subutex® and Suboxone® , medications used to treat select chemical dependencies.

CMS Reporting

In our May 14 *Broker Bulletin*, we told you about The Centers for Medicare and Medicaid (CMS) Section 111

Mandate. MVP Health Care has been directed by the CMS to collect and report Social Security Numbers (SSNs) (or HICNs) and EINs to ensure proper coordination of benefits.

MVP is working with HealthScape Advisors, LLC, to help meet CMS requirements to collect this information, and efforts to collect this data have begun with a mailing to employer groups requesting the necessary information.

If you would like copies of the letters sent to employer groups, please contact your Account Representative.

Membership Leaders By Book of Business

Existing Membership Leaders:

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

Year To Date Member Leaders for 2009:

1. Bene-Care Agency, LLC
2. Robert G. Relph Agency, Inc.
3. Rowlands & Barranca
4. Gallagher Benefit Services, Inc.
5. Professional Group Plans
6. Tompkins Insurance Agencies, Inc.
7. Paychex Agency
8. Rose & Kiernan, Inc.
9. Marsh
10. Brown & Brown Empire State

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