

Producer Portal

Secure Mail

Given the strict rules imposed by the HITECH Act of 2009, using secure mail is more important than ever.

All appointed producers have the ability to use Highmark's secure email system to communicate with Highmark. In order to access our secure email system, you must have a login for the Producer Portal. If you do not already use our secure email system, and need a login for the portal, please follow these steps:

1. Complete a 'Producer Portal Access Request' form. (A form is attached to the email containing this Producer News release.)
 - a. Check 'New User' at the top of the form
 - b. Ensure the email address you enter is accurate, as this is what drives the ability to send and receive secure emails to Highmark.
 - c. If you are only accessing the portal for secure email purposes, check 'Online Library' in the 'Producer Portal Entitlement' section.
 - d. Send a copy of the completed form to email address 'produceraffairswest@highmark.com'.
 - e. Your login id and password will be emailed to you.
2. Login to www.highmarkbcbs.com. You will see a Secure Mail link at the top of the page. There is also an indicator to let you know if you have any messages waiting.
3. When you send or receive email from within this mailbox, you are sending and secure emails!

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Attached Bulletins:

(attached to the Producer News email)

- Government Mandates – HITECH



Individual & Family Product News

Enhanced Producer Portal Serves as Improved Sales Tool

Recent enhancements to the Producer Portal will improve how Highmark Individual and Family Plans information is presented and will simplify the process of assessing clients' health insurance needs.

Producer Portal – Available Now!

Enhanced Pages & Process Flows

- Highmark Individual & Family Plan benefit highlights and rates now display on the same screen.
- Get Quote & Apply now links to a Demographic Information page (rather than the Individual Information page) which requires only limited demographic information and no Personal Health Information (PHI).
- Application must be saved – before payment is made – by assigning an Application Name. The Application Name is used to later retrieve or check the status of the application.

Producer-Saved Quotes/Applications

- Producers can search for and view status details of Producer-generated quotes and applications for medically underwritten Individual and Family plans. In a later release, Producers will also be able to view status details of applications submitted via an Email link to customers.

Print Option

- Producers and customers can save and/or print pre-populated applications. Keep in mind that all medically underwritten applications must still be submitted online in order to receive commissions on those applications.

Validate Email Address

- Producers will be prompted to validate their e-mail address upon the next login. This will be a one-time validation.

Producer Portal – Coming in February!

Email to Customer

- An Email to Customer feature, which will allow Producers to generate emails containing a link that customers can use to apply online, will be available in late February.
- Producers will receive copies of submission confirmation emails for customers that applied and submitted applications via the Producer-generated link.
- Appropriate commissions will be applied to Producers when online applications are submitted by customers via the Producer-generated link.

Customer Functionality on www.highmarkbcbs.com

Email Confirmation

- Upon submission of an online application, an email is generated to the customer to confirm submission. It includes instructions on tracking the status of the application.

Retrieving Quotes/Applications

- Customers can search for and view status details of quotes and applications for medically underwritten Individual and Family plans.

Print Option

- Customers can save and/or print pre-populated applications.



*Updates
coming in
February for
Producers and
their clients!*

Enhancements to Agency Activity Reports

To make it easier for you to determine the current status of each applicant and dependent applying for coverage, Agency Activity Reports have been enhanced to include Status Descriptions for each application and Decision Descriptions for each applicant rather than a code. The descriptions will match those printed under the status details for each of your “Saved Quotes/Applications” on the Producer Portal.

Highmark to Discontinue Sale of KeystoneBlue HMO

To make it easier for you to determine the current status of each applicant and dependent applying for coverage, Agency Activity Reports have been enhanced to include Status Descriptions for each application and Decision Descriptions for each applicant rather than a code. The descriptions will match those printed under the status details for each of your “Saved Quotes/Applications” on the Producer Portal.

Effective January 1, 2010, KeystoneBlue HMO is no longer available for sale to new members. This change is the result of limited cost sharing and high utilization of services that continue to drive up of the cost of the KeystoneBlue product.

Current KeystoneBlue HMO members may retain their coverage and will, if necessary, be able to add new eligible family members (i.e., a spouse, newborn or dependent child) under their policy.

Please note that as of January 1, KeystoneBlue HMO printed marketing materials are no longer available, and KeystoneBlue HMO quotes and the product application no longer appear on the Producer Portal.

PPOBlue May Be a Better Value

If your KeystoneBlue HMO clients are concerned about the increasing cost of KeystoneBlue HMO, they have the option of moving to the PPOBlue High Deductible Health Plan with pre-existing condition credit for time enrolled in KeystoneBlue and no medical underwriting.

PPOBlue features that offer important value to members include:

- Significantly lower monthly premiums than KeystoneBlue HMO
- Three deductible options to suit every budget
- Out-of-network coverage.

Making the Move to PPOBlue

To move a client to PPOBlue, follow the instructions on the medically underwritten Change Form (CC-043), attached. When a client moves to PPOBlue, commission will not start over but will continue from the original KeystoneBlue HMO effective date.

If you have any questions concerning items in this Producer News, please contact your Highmark client manager.

Sincerely,

A handwritten signature in black ink, appearing to read "Reginald E. Brown". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Reginald E. Brown
Director, Producer Affairs, West

*Attachments 2: Government Mandates Bulletin – HITECH – Issue 2.pdf
ProducerPortalAccessRequestForm10-16.doc*