



New Version of Online Medically Underwritten Application Available January 22, 2011

User-friendly updates to the online medically underwritten application will streamline the application process. It is formatted to improve the process of collecting detailed medical information from your customers and therefore, reducing the time needed to make underwriting decisions.

Medical information on the new version of the application is organized by body systems in the same logical way as the Highmark Field Underwriting Guide. This helps customers better understand the types of medical information that is needed to provide a complete medical history and to efficiently process an application.

Improvements in the online application will:

- Increase customer satisfaction due to quicker decision-making
- Reduce the need to ask applicants and their providers for additional information after an application has been submitted
- Help you collect more detailed medical information
- Reduce upfront denials and appeals based on insufficient information

The revised online application will be available on January 22, 2011.

New Version of Medically Underwritten Paper Applications

Paper applications for the medically underwritten DirectBlue and PPOBlue products have been combined into one application. The new application is effective January 22, 2011. New versions of the KeystoneBlue and CompleteCare applications are also available for adding dependents.

The revised paper applications are referenced below and PDF files are attached for you to print and use.

Inside This Issue:

- New Version of Online Medically Underwritten Application Available January 22, 2011.
- DirectBlue/PPOBlue Application (attach.)
- CompleteCare Application (attach.)
- KeystoneBlue Application (attach.)

DirectBlue/PPOBlue - ENR-110 (1/11)
KeystoneBlue – KHP-152 (1/11)
CompleteCare – ENR-111 (1/11)

Please remember to destroy the old versions of the paper applications.

Application Link within E-mail to Customer

A “Generate E-mail to Customer” feature provides the capability for Producers to send e-mails containing a link that customers can use to apply online. The link provided to the customer includes your Agency ID and Producer Number to ensure you receive credit for the application that has been submitted and approved via the originating e-mail link. In addition, if a customer saves the application generated from the e-mail link, and at a later time retrieves that saved application and submits it, producers receive credit for approved applications.

The body of the e-mail contains brief instructional language. Producers have the capability to expand upon the text within the e-mail to suit the needs of the producer and customer.

Producers receive copies of submission confirmation emails for customers that apply and submit applications via the “Generate E-mail to Customer” feature.

Accessing the “Generate E-mail to Customer” feature:

- Login to Highmark’s Producer portal
- Under the *Key Site* features, select “Go” for *New Business*
- Under the *Individual and Family Coverage* menu, select “Generate E-mail to Customer”
- Enter Producer Number, click on *Generate E-mail* button
- Enter customer email address and edit the email text if needed
- Press the *Send* button

Call the Producer Hotline

For questions about the online application, paper applications or the “Generate E-mail to Customer” feature, please call the Producer Hot Line at: 1-866-602-1248.

May we ask you to forward this important information to your appropriate staff members and producers. If you have any questions concerning items in this edition of the Producer News, please contact your Highmark Client Manager.

Sincerely,

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

Reginald E. Brown
Director, Producer Affairs - West