



ProducerNews

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Issue 39

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A Welcome Message from Don Kalkbrenner, Vice President – Producer Administration

Welcome to the first issue of Highmark's newly redesigned Producer News online newsletter.

The fresh, new look of the Producer News includes enhancements that we hope will make the publication more visually appealing, concise and user-friendly for you, your sub-producers and your staff.

You will also find important links to Highmark's producer policies and procedures and to the highmarkonhealthreform.com website which is located at the bottom of the screen. We encourage you to visit the web site often to access a wealth of valuable information on all facets of health care reform as it continues to unfold.

Sincerely,

Vice President
Producer Administration

[Producer Affairs
Policies & Procedures](#)

For the most current Health Care Reform information visit our website at:
www.highmarkonhealthreform.com

GNC Gold Card Promotion

As part of our ongoing consumerism and retail strategy, Highmark is partnering with GNC to offer Highmark medical members a free one-year GNC Gold Card membership – a \$15 value. The Gold Card entitles members to receive special pricing on vitamins, minerals, herbs and other specialty supplements, sports nutrition, and diet and energy products. Members also receive personalized mailings and e-mail communications with product information, nutritional information, exclusive offers, a free monthly publication and partner benefits. Members can use their card for purchases at any GNC store or online through GNC's website.

Highmark members will receive a mailing from Highmark beginning March 23 that explains the offer and includes a coupon to redeem for the Gold Card. To obtain the card and activate their membership, members must present their coupon prior to its expiration date at any GNC store. Highmark members who already have the card will be offered a free one-year renewal.

This offer is designed to help members become more actively involved in their health and more satisfied with their relationship with Highmark. Participation is voluntary, and members can choose to not take advantage of the offer.

GNC is the largest specialty retailer of nutritional products in the country, with over 4,800 retail locations throughout the United States. Members can find store locations by going to GNC's website, www.GNC.com, and using the "Store Locator."

Highmark is handling all aspects of the mailing, so member information will not be shared with GNC. In compliance with our legal, regulatory and privacy guidelines, Highmark receives no remuneration from GNC.



May we ask you to forward this important information to your appropriate staff members and producers. If you have any questions concerning information in this Producer News, please contact your Highmark client manager.

Sincerely,

A handwritten signature in black ink, reading "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