

Producer Affairs News

Producer of Record Policy and Consultant of Record Policy Amended, Effective Immediately

To ensure compliance with privacy regulations and the audit requirements of Sarbanes-Oxley, effective immediately, Highmark has amended two policies to include the release of the Benefit Booklet and/or the executed Administrative Services or Insured Contract, if applicable. In addition, the sample letters attached to the Policies have been revised to reflect these changes. The policies are:

- Producer of Record Policy, POR-1-E: Submission and Filing of Producer of Record (POR) Letters
- Consultant of Record Policy, COR-1-E: Submission and Filing of Consultant of Record (COR) Letters

Attached are copies of the revised Policy with a March 17, 2009, revision date. Please take a few minutes to review the changes to the policy and the sample letters. If you have questions, please contact your Client Manager for additional information.

Small Group News

Changes to Small Group Prescription Drug Copayments

In an effort to better manage prescription drug costs for our small business partners, Highmark Blue Cross Blue Shield will implement copayment changes to many of the options in our Small Group product portfolio, beginning with our July 2009 renewals.

Our prescription drug program includes many initiatives to help our clients manage their prescription drug costs. Our Integrated Medical Delivery model provides a quality formulary with low net cost, and a complete view of the member from a medical perspective. This leads to better outcomes, better health, better productivity and consolidated management, which provides complete accountability for our customers.

To date, one of the most successful initiatives has been the use of generic substitution or our closed formulary approach. As you know, generic drugs have the same chemical composition and the same therapeutic effect as brand name drugs. They must meet the same FDA requirements. The one significant difference is cost. Substituting a generic drug helps keep your clients' costs in check, while allowing members to buy prescriptions at a lower copayment.

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"Substituting a generic drug helps keep your clients' costs in check"

Currently, 65 percent of Highmark’s Small Group customers use generic substitution. Studies have shown that by increasing the copayment spread between generics and brand, we can drive a significant increase in the Generic Dispensing Rate (GDR), which will ultimately lead to lower prescription drug costs. To encourage increased use of generics and to continue to drive savings to our clients and their members, Highmark is increasing the copay differential on the prescription drug copayments in most of the Small Group product portfolio health care coverage options.

Please refer to the chart below for the specific copayment changes for each Highmark Small Group health care coverage option.

Your clients will learn about the prescription drug copayment changes that affect them when they receive their next renewal letter, beginning with July 2009 renewals.

Please share this information with your sub-producers and office staff. If you have questions about these prescription drug copayment changes, please contact your Highmark client manager.

Prescription Drug Copayment Changes for Highmark Blue Cross Blue Shield Small Group Product Portfolio

Copayments shown are for up to a 31-day supply at participating retail pharmacies. Copayment for up to a 90-day supply obtained through Medco mail order service is two times (2X) the retail copayment.

Health Care Coverage Option	Prescription Drug Copay Change From – To
PPOBlue High Option I	10/20/35 – 8/30/55
PPOBlue High Option II (+Out-of-Area)	10/20 – 8/30
PPOBlue Enhanced	15/30 – 8/40
PPOBlue Split Copay 100/80	No Changes
PPOBlue Standard (+Out-of-Area)	15/30 – 8/40
PPOBlue \$500 Deductible (+Out-of-Area)	15/30 – 8/40
PPOBlue 90/70	15/30 – 8/40
PPOBlue Split Copay Low Cost 90/70	15/30 – 8/40
PPOBlue Value Plus 250	No Changes
PPOBlue Value Plus 500 (+Out-of-Area)	No Changes
PPOBlue \$750 Deductible Value	15/30 – 8/40
PPOBlue \$1000 High-Deductible Value	15/30 – 8/40
PPOBlue High-Deductible Value (+Out-of-Area)	15/30 – 8/40
PPOBlue \$1500 High-Deductible Value (+Out-of-Area)	15/30 – 8/40
PPOBlue \$2500 High-Deductible Value	15/30 – 8/40
PPOBlue HDHP (Qualified HDHP/HSA)	No Changes
EPOBlue Essential	No Changes
KeystoneBlue HMO	10/20 – 8/30
ClassicBlue Traditional	No Changes

Health Care Reform

Genetic Information Nondiscrimination Act of 2008 (GINA)

Genetic Information Nondiscrimination Act of 2008 (GINA) Effective Soon

GINA is a federal mandate that affects all health insurance products for groups of all sizes and for individuals. GINA prohibits groups and health insurers from using genetic information to determine eligibility and pricing for health insurance and imposes increased privacy restrictions on the use of genetic information. It also prohibits employers from engaging in discriminatory practices based on genetic information.

“GINA prohibits groups and health insurers from using genetic information to determine eligibility.”

Highmark abides by all state and federal mandates, and is in the process of updating its policies and procedures to promote awareness of and compliance with GINA. For individual direct pay products, GINA is effective May 21, 2009. For group health plans, it is effective the first date of the plan year that begins one year following the date of enactment, for example, for July renewals, GINA is effective July 1, 2009; for January renewals, it is effective January 1, 2010.

Please contact your Highmark Client Manager with any questions.

General



The Prescription Pad

Information to help you effectively manage your prescription drug benefit

“The Prescription Pad”, contains information about Highmark’s formulary, pharmacy management edits, specialty drugs, etc. “The Prescription Pad” is attached to this newsletter. Please use this resource to aid in your clients prescription drug choices.

If you have any questions concerning the items in this issue, please contact your Account 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: 3
POR-1-E rev 3-17-2009.pdf
COR-1-E New-Change rev 03-17-09.pdf
The Prescription Pad 2-09.pdf