

Highmark Senior Markets News:

Medicare Advantage 2010 Certification

Approximately two weeks ago, a communication was sent via Producer News to all General Agencies with information and instructions on the 2010 certification process for producers to sell Highmark Senior Markets business. As communicated, this year's process will differ slightly from previous years. To satisfy the Highmark Senior Markets certification requirements for 2010, producers are required to complete two separate training modules that can now both be accessed as of September 30, 2009. **Please note that the deadline for completion of both modules has been extended to October 31, 2009.**

1 - CMS Agent and Broker Training Module – Provides information on Medicare basics

To access the CMS Agent and Broker Training, you must first register by accessing the registration URL provided below:

<https://hpmstraining.cms.hhs.gov/agentbrokertraining2009/event/registration.html>

Please refer to previous communication for details regarding this training component. All technical questions/issues (registration, accessing the training curriculum, Adobe Connect Pro issues, etc.) should be directed to the CMS IT Service Desk at 1-800-562-1963.

2 - Highmark Senior Markets Agent and Broker Training Module – Provides information on Highmark's benefits and administrative processes for 2010.

- To access the training, you must first register to receive a username and password. Use the computer's mouse and click on the Registration URL (web address) listed below. The URL must be opened or entered into an Internet Window Address Bar in its entirety to work properly.

2010 Highmark Sales Certification URL:

www.brainshark.com/gormanhealth/signup.aspx?c=249648&g=38577

Upon completion of the registration, you will receive your username and password on the Log In page and via email from noreplies@brainshark.com. Do not delete or reply to this email. Keep this email for your records.

This training consists of one module with an exam. You will only have two chances (one initial attempt and one retake) to successfully pass the final exam with an 85%. After two unsuccessful attempts, you will be locked out of the training. Please note that due to the content of this training, Continuing Education (CE) credits are no longer being awarded in Pennsylvania or West Virginia.

If you have any questions about the Highmark training, please contact the Sales Certification Technical Support Hotline at (888) 439-3337.

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The deadline for completion is October 31, 2009

Producer Affairs News:

Reminder: Login to the Producer Portal when you need to send in new appointment paperwork. Many of our forms change over time, and to avoid any delay in your request, go to the Resources tab, click the Forms and Applications link and download the most current version.

The screenshot shows the Highmark Blue Cross Blue Shield website. At the top, there is a logo for Highmark Blue Cross Blue Shield, a search bar, and a text size selector. Below the logo is a navigation menu with tabs for 'NEW BUSINESS', 'YOUR CLIENTS', 'YOUR AGENCY', 'RESOURCES', and 'TRAINING'. The 'RESOURCES' tab is selected. On the left side, there is a sidebar menu with various categories, including 'Resources', 'Producer News', 'Group Bulletins', 'Frequently Used Links', 'Website Status', 'Producer Code of Business Conduct', 'Vendor Code of Business Conduct', 'Producer Policies', 'Direct Pay Application Quick Reference Guide', 'Find a Provider', 'Find a Vision Provider', 'Find a Pharmacy', 'Order Supplies', 'Forms & Applications', 'Rating Information & Guidelines', 'Submission Guidelines', 'Senior Markets Commission Schedule', 'Producer Manual for Medically Underwritten Health Care Programs', 'Plan Cost Advisor', and 'Highmark & Consumerism'. The 'Forms & Applications' link in the sidebar is highlighted with a yellow arrow. The main content area shows the breadcrumb 'Producer Home / Resources / Forms & Applications' and the heading 'Forms & Applications'. Below the heading, there is a paragraph: 'Download the applications and other forms you need for new business or your existing clients.' There is a 'Get ADOBE READER' button with a download icon. Below this, there is a paragraph: 'Click the button to the left if you need a free copy of Acrobat Reader to view the files listed here.' The next section is 'Small Group Forms & Applications' with the text 'Click on the link to download the appropriate form.' Below this, there is a list of links: 'Small Group Business Applications', 'Member Application Form (Managed Care)', 'Member Application Form (All Other Products)', 'Member Change Form', 'Member Waiver Form', 'Small Group HRA Application', 'Small Group HRA Direct Debit Authorization Form', 'BlueAccount HRA Direct Deposit Authorization Form', 'Member Communication-Small Group HRA', 'Small Group Cancellation Form', 'Agent/Agency Transmittal Form', and 'Employer Portal Access Form'. The next section is 'Producer Affairs Forms' with the text 'Click on the link to download the appropriate form.' Below this, there is a list of links: 'Commission Discrepancy Form', 'Producer Portal Access Process', 'Producer Portal Access Form', 'Producer Appointment Packet', 'Producer Procedure 2007-02 Producer Left General Agency', 'Producer Transfer Form', 'Notification Form -- Producer Left Agency', and 'Vendor Code of Business Conduct'. A yellow arrow points to the 'Forms & Applications' link in the sidebar, and another yellow arrow points to the 'Producer Affairs Forms' section.

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

Sincerely,

Reginald E. Brown
Director, Producer Affairs, West