



Updated Small Group New to Blue Submission Process

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Due to the large number of incomplete Small Group Business applications we receive, and the delays caused by obtaining missing information, we must **immediately** put the following procedures into effect:

1. Producers will be notified via phone and/or email of missing information or incomplete applications.
2. If the information requested is not received within 24 hours, the paperwork will be denied and returned to the Producer.
3. No timing exceptions will be allowed on applications containing missing or incomplete information. Depending on the time it takes for the Producer to obtain the missing information, the group may no longer be eligible for the originally requested effective date.

Please ensure the Small Group Business application is completed in its entirety to avoid a delay in processing.



*Thank you
for your
cooperation!*

Lifestyle Returns® : Now Easier to Navigate

Your clients now have a more efficient and effective way to bring wellness to their employees and enhance the health and morale of their workforce.

In response to feedback from Lifestyle Returns members and customers, Highmark made several significant enhancements to this online wellness program.

New Web site design means Lifestyle Returns now offers members:

- Easier, faster navigation
- Clearer Web site screens and prompts
- A progress bar that lets them know how close they are to completion
- A simpler, more user-friendly program structure

Previously, Lifestyle Returns was based on five categories: Take the pledge; Complete the Wellness Profile; Get preventive care exams; Participate in health and wellness programs; Use online health education tool and take follow-up survey. **Effective November, 2009, these same programs and activities were organized and displayed into three easy steps:**

- Get Started- take the online pledge
- Assess Your Health- complete the Wellness Profile
- Take Charge of Your Health- get preventive care exams, participate in health and wellness programs, and use health education tools.

Please assure your clients that Lifestyle Returns completion requirements, programs and activities have not changed. And customers will continue to receive progress reports that reflect the five categories. Also the new format will not impact members' current program participation.

As you know, Lifestyle Returns is designed to address the needs of employees at all stages of health. Now with a more user-friendly Web site design, your clients will find their pursuit of a healthier lifestyle more convenient than ever.

Lifestyle Returns is a registered service mark of Highmark Inc.

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