



FCHP growth rate continues to climb

As Fallon Community Health Plan continues to focus on net new profitable growth, we currently are the fastest-growing major health plan in Massachusetts. FCHP reached 225,383 members as of June 30, 2009, an 8% increase in total membership over the second quarter of 2008. Other health plans have experienced a smaller percentage of growth, or no growth at all.

"These results speak to the great partnership FCHP has with its brokers, who are working hard with our sales team and other staff to achieve success in a tough market economy," notes Patrick Hughes, Division President, Health Plan Operations. "We're staying focused on our 2009 goals and are already planning for 2010."

Commercial membership has been the primary driver of our growth. FCHP has experienced its fastest growth in Eastern Mass. (21.7% YTD increase), particularly Metro Boston, Merrimack Valley, North Shore, Concord-Nashoba, Brockton, Middlesex and South Coast. It was closely followed by Western Mass., with a 17.2% increase. To all our brokers—thank you!

"Our consistent membership growth is a clear indicator that the marketplace continues to respond to the cost-effective health insurance solutions we're offering," said Charles Goheen, FCHP Executive Vice President and Chief Financial Officer, with the release of second-quarter financials. "Health insurance premiums are driven by health care costs, and we're doing all we can to ensure our customers receive the greatest value for their premium." ■

Our "Find a doctor" tool updated for PPO

Last June, we completed a data refresh project for Fallon Preferred Care on our "Find a doctor" tool on fchp.org. We had recognized that the data being used to display our PPO providers online was considerably outdated. Now, our PPO members have up-to-date information about the doctors in their network. All data for the "Find

a doctor" tool will be "refreshed" each month to ensure that we continue to have the most accurate search results for prospects and members. ■

Chiropractic benefit changes for 2010

Fallon Community Health Plan will be making a change to its standard chiropractic benefit for commercial plans, effective January 1, 2010.

The maximum number of covered chiropractic visits per calendar year will change from 20 to 12 visits. Also, in response to broker and employer feedback, we'll no longer require that the chiropractor submit a patient treatment plan every fifth visit for preauthorization by FCHP. As a result, in many situations, members actually will receive more coverage than under the previous benefit. FCHP will continue to cover adjunct therapies, such as ultrasound. An initial PCP referral is still required.

If you have any questions, please contact your sales executive at 1-800-333-2535. ■

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“ There is real magic in enthusiasm. It spells the difference between mediocrity and accomplishment. ”

– Norman Vincent Peale

Procedural updates

- Effective immediately, Fallon Community Health Plan **requires a copy of the declaration page of your Errors and Omissions insurance policy.** FCHP requires that affiliated brokers maintain \$1 million in E and O coverage. Beginning January 1, 2010, we will withhold commissions if we do not have a copy of your Errors and Omissions declaration page. We will be doing outreach to brokers who have not provided FCHP with this information. We encourage you to send a copy of the declaration page via fax at 1-508-831-0912, attention Ursula Arello, Manager of Sales Operations.
- **Reminder: Time change for new-business paperwork submission.** FCHP has made a slight procedural change for submitting new-business paperwork that will help us maintain our standard of service excellence for the new members. Please submit this paperwork in its entirety to FCHP **five business days** before the proposed effective date; previously our standard was five *calendar* days in advance. This change went into effect **August 1, 2009**. If you have any questions or concerns, please contact your FCHP sales executive at 1-800-333-2535.
- We've added another level of detail on the FCHP **Monthly Broker Compensation Statement** that will clarify information for you. Previously, when we made a manual adjustment to the "Commission and/or Commission Adjusted" column, that adjustment was stated as a total amount with no reason given for it. From now on, if a manual adjustment is made, we'll provide you with a supplemental statement that gives a descriptive breakdown of it. This way you'll see what activities triggered an adjustment to your commission.
- Fallon Community Health Plan is required to have your **current Commonwealth of Massachusetts broker's license** on file. If you've renewed your producer's license in the recent past and haven't sent us a copy, please do so now. We need your most current Massachusetts license to do business with you. Please send a copy of the license via fax at 1-508-831-0912, attention Ursula Arello, Manager of Sales Operations.
- Have you had a change of address? If so, please be sure to **send FCHP an updated W-9 form** (Request for Taxpayer Identification Number and Certification). We require this form so that we can report correct information to the IRS. Also, the address you report on the W-9 is the same address where commission checks are sent. Please fax updated forms at 1-508-831-0912, attention Ursula Arello, Manager of Sales Operations.
- We all know it's important to get correct information upfront in order to provide good service. **FCHP's Employer Group Membership Transaction Form** (i.e., member application) is a primary source for our data input about new members. Please be sure to use the correct plan version of this form, that all required information is provided and that the printing/writing is legible. This will help us process more efficiently and accurately the transaction forms you submit.
- For your convenience, we have a **new link to the Small Business Attestation Form** on our Web site at fchp.org/Brokers, under the "Resources" section. This form is used to identify an employer group's Standard Industrial Classification (SIC) code. If the SIC code is unknown, there is space to provide a clear description of what the organization does and the work they perform so that we can determine the best SIC code to assign. These codes are a fundamental component of our rating system and underwriting process. It's important for us to apply the most appropriate SIC code to our groups to better serve you and to be in accordance with industry standards. ■

FCHP conducts eligibility audits

FCHP's Internal Audit Department periodically performs routine eligibility audits of a group account's members. The purpose of these reviews is to verify that all of a group's members are eligible for coverage with FCHP per underwriting guidelines.

These audits are generally announced first to the broker (through FCHP's respective account manager), and then to the employer group plan administrator or designee. As part of the audit, the Internal Audit Department may have questions for the employer group's plan administrator, and may request payroll records of employees for a specific period of time. The audits generally do not take a significant amount of time, and often can be performed in FCHP's headquarters (with the employer group mailing to FCHP the requested documentation).

Any issues that arise during the audit are conveyed to the FCHP account manager for sharing with the broker and employer group plan administrator. ■

On our team

Ursula Arello

Manager of Sales Operations

Ursula has taken on this new role in our Commercial Sales department. She is assuming responsibility for sales administration processes, workflow opportunities and operations to support our broker partnerships. Ursula began at FCHP 11 years ago as an account manager for large groups and later assumed a management role in Retention Sales. She previously worked for United Healthcare in Warwick, Rhode Island.



Ursula earned a bachelor of arts degree from St. Lawrence University and an MBA in healthcare administration from Anna Maria College. She currently is on the member council of the Worcester Art Museum, the Harvey Ball Committee of the Worcester Historical Museum, and also serves as treasurer of the online national Alumnae Association of Kappa Kappa Gamma Sorority.

Mark Depatsy

Broker Commissions Analyst and Quality Assurance Specialist

Mark has been at FCHP for two years. He previously was employed with Allmerica Financial/Hanover for 13 years in both their Health Insurance division and their Asset Management Financial division.



Mark is working with our sales team in a variety of ways to complete the process for broker compensation, and responds to brokers and our team when compensation inquiries are made. Mark also provides call quality assurance for our operations area that handles individual and group enrollment, billing and account maintenance. ■

Feds require dependent student coverage for medical leaves

Michelle's Law (P.L. 110-381) creates a new federal coverage mandate ensuring that dependent students who take a medically necessary leave of absence do not lose health coverage. The law becomes effective for plan years beginning on or after October 1, 2009. For most plans this means an effective date of January 1, 2010, or July 1, 2010. FCHP will be complying with all implementation and notification provisions of the law. Michelle's Law applies to group and individual coverage.

Under Massachusetts law, full-time students and/or child federal tax dependents are eligible for dependent coverage until their 26th birthday, or for 2 years after the end of the calendar year in which such persons last qualified as dependents for federal tax purposes, whichever comes first.

The new federal law is named for New Hampshire student Michelle Morse, who underwent chemotherapy for colon cancer while she stayed in school full time to remain insured under her parents' policy. She died in 2005, six months after graduating.

To qualify under Michelle's Law, the following requirements must be met:

- The student must be enrolled as a full-time student immediately before the leave of absence or schedule reduction.

- The treating physician must certify in writing that the leave or schedule reduction is necessary due to a severe illness or injury.
- The leave or reduced schedule must have triggered the loss of student status under the health plan.

If qualified, the child will continue to be covered until one year from the date the leave of absence begins, or until the date on which the coverage would otherwise end, whichever comes first.

If you have any questions about this change, please contact your sales executive at 1-800-333-2535. ■

Mini-COBRA enrollment extended

A new law signed by the Governor on July 2 amended the state's mini-COBRA law for small businesses to provide covered individuals with the same special extended period to elect Massachusetts mini-COBRA benefits that is already available to individuals covered by the federal COBRA law. The Massachusetts mini-COBRA law applies to firms with 2-19 employees.

The *employer* was required to notify eligible individuals about the special election period by the end of August. These individuals then had 60 days from the notification date to elect coverage.

Individuals qualified for the special election if they were involuntarily terminated from September 1, 2008, through February 16, 2009, and either (1) did not elect mini-COBRA when it was first offered; or (2) did elect mini-COBRA, but are no longer enrolled. Mini-COBRA coverage elected during this election began with the first period of coverage on or after July 2, 2009. ■

New materials support satisfaction in health plan transition

Fallon Community Health Plan recently created a series of "transitional care" documents that address key concerns members often have when switching from another plan to FCHP. These documents are available to employers in PDF format to share with their employees as appropriate.

Changing your health insurance to FCHP (for employer/benefit administrator) is an overview of our health plan that includes general information about working with FCHP, our networks and providers, ongoing treatment issues and wellness.

Other materials include HMO and PPO versions of the following:

- General overview
- Prescription drug information
- Pregnancy information
- Behavioral health information
- Surgery and complex condition information

If you'd like to receive the electronic versions of these documents, please contact your sales executive at 1-800-333-2535. ■

FCHP fitness reimbursement a popular program

The It Fits! program has shown Fallon Community Health Plan's strong and unique commitment to promoting healthy lifestyles among our members by helping them to afford their favorite fitness activities in this tough economy.

Our annual It Fits! reimbursement amount of up to **\$400** for families and **\$200** for individuals is one of the highest fitness reimbursements of any health plan in Massachusetts, which

makes our popular It Fits! program an even more effective selling tool. Our long list of eligible fitness reimbursements includes race entry fees and hiking club fees, as well as ski lift tickets and season passes.

By early August 2009, FCHP had already received 14,631 reimbursement claims, an increase of 173% over the same period last year. In fact, we already exceeded the number of reimbursement claims we received in all of 2008.

It Fits! is part of our standard benefits package* for members of FCHP Direct Care, FCHP Select Care and Fallon Preferred Care. Details are available on our Web site, fchp.org.

Reimbursement amount may vary by plan design and employer. ■

Healthy pursuits support community outreach

It's a busy late-summer season for Fallon Community Health Plan in pursuit of our mission, *making our communities healthy.*

On September 13, FCHP is the presenting sponsor of the annual **Canal Diggers 5Km Road Race** in Worcester's historic canal district. This is a family-fun event that welcomes more than 1,500 participants and spectators from across the state. Join us!

At our annual **Golf FORE a Goal Tournament** at Worcester Country Club on September 21, FCHP is hosting generous golfers, who will help us raise money to benefit food pantries and hunger relief programs throughout our service area in Massachusetts. We again expect to exceed \$100,000. To all of you who are participating—thank you! ■

FCHP Family Fun 2009 continues

Thousands of Fallon Community Health Plan members have been taking advantage of the FCHP Family Fun 2009 program over the summer, and our members may continue to use the Family Fun coupons as long as these attractions are open in 2009.



We connected with many family-oriented attractions in Massachusetts, who graciously donated these savings on admissions and other discounts as a way of encouraging visits to their attraction.

It's been particularly rewarding to partner with some of these organizations, such as the Worcester Art Museum, The Eric Carle Museum of Picture Book Art, Southwick Zoo and Old Sturbridge Village, who have long supported us by offering FCHP to their employees.

For a full list of discounts and coupons, please click the link on our home page, fchp.org. To get the discount, members simply present an FCHP Family Fun 2009 discount coupon and their FCHP member ID card at the time of purchase. Coupons also are available by calling Customer Service at 1-800-868-5200. ■

Sold case calendar – 4th quarter

In order for new members to receive ID cards by their effective date, a complete Sold Case Package must be received by Fallon Community Health Plan at least five business days prior to the effective date.

- Package must be complete prior to submission for log-in. This includes all necessary paperwork (i.e., completed and signed employee applications; signed RSA form and Group Service agreement; and check for one month's advance premium payable to Fallon Community Health Plan.)
- **Complete package must be received to log in by 4:30 p.m. on the cutoff date.**
- Any groups not received by cutoff date (or not complete by cutoff date) **will not** be processed without sales manager signoff.

October 2009	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
9/23/2009	10/1/2009
9/25/2009	10/5/2009
10/2/2009	10/10/2009
10/7/2009	10/15/2009
10/12/2009	10/20/2009
10/16/2009	10/25/2009
10/23/2009	10/31/2009

November 2009	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
10/23/2009	11/1/2009
10/28/2009	11/5/2009
11/2/2009	11/10/2009
11/6/2009	11/15/2009
11/12/2009	11/20/2009
11/17/2009	11/25/2009
11/18/2009 (due to holiday closure 11/26 & 11/27)	11/30/2009

December 2009	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
11/19/2009 (due to holiday closure 11/26 & 11/27)	12/1/2009
11/25/2009 (due to holiday closure 11/26 & 11/27)	12/5/2009
12/2/2009	12/10/2009
12/7/2009	12/15/2009
12/11/2009	12/20/2009
12/17/2009	12/25/2009
12/22/2009 (due to holiday closure 12/25)	12/31/2009 ■

Broker Edge is published quarterly to provide the broker community with the latest Fallon Community Health Plan news and product facts, health care trends and marketplace information. E-mail your comments on *Broker Edge* to broker.services@fchp.org.

