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Welcome!

We're excited to bring you the inaugural issue of EmblemHealth's *Broker Focus*.

This monthly newsletter is intended to serve you and help you serve your clients — our customers. That means keeping you abreast of what's going on here at EmblemHealth and throughout the health insurance industry. Our goal is to give you the information you need, when you need it, to help you meet the needs of your clients and to grow your book of business.

Each month, we'll cover a wide range of important issues and topics, including:

- How we're using technology to coordinate care, make the health care system easier to navigate and make service more customized and personalized for our members and for you
- The impact of the health care reform law on the small group marketplace
- Wellness programs, and how they can help your clients' group members stay healthy, get well faster and live better
- Our hottest selling plans
- And much more

We all know that these are challenging times. But they can also be exciting times filled with sales opportunities if you're armed with the right information. We hope that each issue of *Broker Focus* provides the kind of timely, topical information about EmblemHealth products and services that will help you make a sale or convince one of your clients to renew their EmblemHealth coverage.

We're pleased to be able to provide this forum to communicate with you. We hope you enjoy this first issue of *Broker Focus*.