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Ad Campaign Scores with New Yorkers



Thanks to EmblemHealth's highly visible brand advertising campaign, consumers in the New York market are learning what care feels like. As a result of the campaign, unaided awareness of the EmblemHealth brand more than doubled, while awareness of our advertising increased by 14 percent -- placing EmblemHealth among the top three carriers in the New York market.*

The multimedia campaign kicked off last September with TV commercials, digital advertising, mobile ad units and outdoor ads, including innovative placements on fresh fruit carts, phone kiosks and 100-foot tall tower banners at Madison Square Garden. The "What care feels like" TV commercials have been running heavily in the New York market since late March and will continue through early May.

We're also pleased to report that between September and December of last year, the campaign achieved the following milestones:

- Our [TV commercials](#) were viewed over 20 million times.
- More than a third of a million people learned about us online via our new interactive microsite, www.whatcarefeelslike.com. We encourage you to visit the site and see for yourself.
- EmblemHealth employees personally handed out nearly 30,000 "care packages" containing a BPA-free water bottle, hand sanitizer, a pedometer and a care brochure to pedestrians at Penn Station and in Union Square.

With a new round of TV commercials, outdoor and digital ads planned for 2012, you can count on us to give you the support you need to sell new EmblemHealth business and reinforce client decisions to renew their coverage.

*According to market research conducted by Maslansky Luntz + Partners between June 2011 and November 2011 within the five boroughs of New York City, Nassau and Westchester counties.

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Broker Incentive Offered for NY Bridge Plan Enrollment

You may have heard recently that brokers who refer applicants to Pre-Existing Insurance Plans (PCIPs) in other states are no longer eligible for compensation. If you're a licensed broker appointed with GHI, however, you're still eligible to receive a one-time payment of \$200 for each individual you help successfully enroll in the NY Bridge Plan, the state's PCIP.



Created under the federal health care reform law (the Affordable Care Act), the NY Bridge plan is administered by GHI, an EmblemHealth company. State-run PCIPs like the NY Bridge Plan can still offer broker compensation, and we'll continue to do so.

To qualify for this coverage, an applicant must be:

- A New York State resident
- A US citizen or legal resident*
- Diagnosed with a qualifying [medical condition](#)
- Uninsured for six months at date of application

You can assist your clients who may be prospective members by advising them to [apply online](#) or [print and mail their application](#) for processing. There's a space for the broker's name and license number under the "How Heard" category on the last page of the application, which the applicant must fill in for you to receive the incentive payment.

For each new member you help enroll, we'll mail you a \$200 check at the end of the month in which we receive their first month's premium.

If you have questions about how individuals qualify for the NY Bridge Plan, please call our eligibility specialists at **1-866-693-9277**.

Note: The decision to offer this incentive was made in collaboration with the NY State Department of Financial Services to increase enrollment in the plan. Prospective members can [apply online](#) or [download and complete the required application](#). **Broker assistance is not required to enroll in the NY Bridge Plan.**

*A legal U.S. resident is defined at 45 C.F.R §152.2.

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Women's Wellness Services — Without Cost-Sharing

In 2010 EmblemHealth rolled out the first of several enhancements required by the federal health care reform law (the Affordable Care Act or ACA) by eliminating cost-sharing for many in-network preventive services. Today, we're poised and ready to comply with the latest health reform mandate that eliminates cost-sharing for additional in-network preventive services.



In addition to the [list of preventive services offered in 2010](#), new and renewing individual and group health plans (except those with [grandfathered status](#)) will provide the following preventive services to women with no cost-sharing required when the services are received in network, beginning August 1, 2012*:

- Well-woman office visits
- Gestational diabetes screening
- HPV DNA testing
- STD counseling
- HIV screening and counseling
- Contraception and contraceptive counseling
- Breastfeeding support, supplies and counseling
- Domestic violence screening

According to [industry research](#), this second round of preventive services benefits enhancements required by the Affordable Care Act is especially significant for women, since more mothers and daughters will be able to receive life-saving screenings such as pap smears, mammograms and others for conditions and diseases like osteoporosis.

*For calendar-year group health plans, compliance is required beginning January 1, 2013.

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EmblemHealth Offers New Shared Administrative Advantage Program for Self-Insured Groups

With health care costs rising steadily, self-insured multiemployer Funds are striving to control costs while still providing their members with access to quality health care. The EmblemHealth Shared Administrative Advantage (SAA) program combines the administrative ease of an ASO with the extensive provider network and deep discounts EmblemHealth is known for, in a program that can be custom-tailored to each Fund's unique needs.



We've built and maintained a large network of quality doctors and other health care practitioners, as well as top hospitals throughout the New York region. These long-standing relationships have enabled us to negotiate some of the most attractive discounts in the industry, which we pass on to your clients' members.

Our provider network offers access to quality doctors in private practice and multispecialty physician group practices that provide a broad range of medical services. Many of these doctors are also affiliated with leading acute care hospitals, so your clients' members can get the care they need close to where they live and work. Our SAA program also offers access to out-of-area care, with providers across all 50 states.

Equally important, EmblemHealth's operational expertise means your clients can feel confident that their plan is well-administered. We adjudicate claims for network practitioners, and our consistent claims pricing and seamless claim payments mean that our network doctors can focus on what's most important: providing quality care.

To see if the EmblemHealth SAA might be the right program for your clients, please see this [brochure](#) for details.

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Serving NYC's Chinese Community

Addressing the specific health needs of Chinese New Yorkers is key to our increased visibility in this important community. We're volunteering, sponsoring and otherwise contributing to grassroots organizations that support Chinese New Yorkers' health and well-being. Here are some of the things we're doing:



- We celebrated the Chinese New Year at events held by the *Flushing Chinese Business Association* and the *Chinese American Planning Council*.
- In April we were a key sponsor of the "*Flushing Health Fair*," held by the *American Cancer Society*. At the event, we distributed health and wellness and benefit plan materials, written in Chinese and English.
- We awarded the *Chinese American Planning Council* with a grant to address issues of isolation in the adult Chinese immigrant population and support computer literacy workshops. We also provide educational workshops on health topics such as dental health, diabetes and family caregiving.
- We sponsored *Public Health Solutions* — an organization that addresses public health challenges — to provide educational workshops that help residents in Flushing buy healthy groceries with a limited budget and prepare healthy meals for their families.

At EmblemHealth, we're committed to spreading our message of "What care feels like" to all New Yorkers by being a good neighbor and helping people stay healthy and live better. As we reinforce our commitment through community involvement, we strengthen our relationships with those we serve — ultimately helping us to better meet the health needs of our fellow New Yorkers.