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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.