

# To The Point

For clients with 51 or more employees

November 2007



## Parent Company, Zagat Launch Survey and Rating Web Tool

Our parent company and Zagat Survey, LLC, whose website features more than 30,000 reviews of restaurants, hotels, nightclubs and other attractions in hundreds of cities worldwide, have teamed up to launch an online survey and rating tool that will allow health care consumers to share their physician experiences. A health care industry first, this resource will be available free of charge to select members of our parent company's Blue Cross and/or Blue Shield licensed subsidiaries – through those health plans' websites – starting January 2008.

Members will determine their ratings using Zagat's unique 30-point scale in the following four categories:

- Trust
- Communication
- Availability
- Environment

Each health plan site will also include:

- Contact information
- Ratings on a 30-point scale for each of the four categories above
- Percentage of members who recommend the physician
- Member comments, which will appear in chronological order from most to least recent



"Partnering with a trusted brand like Zagat Survey supports [our parent company's] vision to deliver the most comprehensive health and wellness information to our members in an accessible, easy-to-understand format, and builds on our commitment to provide members with the data and tools necessary to help them take a more active role in their health care decision making," said Jason Gorevic, our parent company's senior vice president, chief marketing and product officer. "Peer-to-peer interactions are a critical component of our consumer engagement strategy."

For more details about our partnership with Zagat, please contact your account manager.

## Specialty Drug Medical Benefit Change

Beginning with **January 1, 2008** renewals, Blue Cross of California and BC Life & Health Insurance Company (Blue Cross) will require that all PPO/POS plan members and providers order specialty medications exclusively through the Specialty Pharmacy Program, administered by *PrecisionRx Specialty Solutions*.

### What are specialty medications?

Specialty medications are primarily available as injectable drugs, infusions and inhalants. They usually require special handling, such as temperature-controlled packaging, individual dosing or express delivery. These drugs are also typically administered in a physician's office, through home infusion therapy, or in home health agency and infusion suites.

### Benefit change grace period

If your employees' specialty drug medical benefit has changed on their renewal date, they will receive a 60-day grace period in order to give them a chance to transition over to PrecisionRx Specialty Solutions. Please note that this does not mean your employees will receive a 60-day supply all at once.

If a claim comes in for a 30-day supply, we will allow service but generate a notice informing the employee to please use PrecisionRx Specialty Solutions. Second claims for a 30-day supply will also be covered by the benefit. Third claims, however, will be denied and employees will again be notified that they must now use PrecisionRx Specialty Solutions.

# Give Your Employees the Gift of Life

We know that life insurance brings peace of mind. That's why BC Life & Health Insurance Company (BC Life & Health) is proud to help you offer your employees and their families Life products they can count on.

There are real consequences for the loved ones of those who die prematurely and do not have adequate life insurance protection:

- Bills pile up quickly.
- Mortgage or rent payments get missed.
- Families are forced to find cheaper housing.
- Education plans are put on hold.

## Help your employees get the life insurance they need from a company they can trust

BC Life & Health has more than 50 years of experience with Life clients and has an A.M. Best rating of "A" (Excellent).

For more information about our Life products, please contact your Blue Cross account manager.

## Formulary Update

Our Formulary identifies quality, affordable medications covered by Blue Cross. The table below gives you an update of the most recent modifications to our Formulary list.

Your employees should refer to their *Evidence of Coverage* (EOC) to understand how changes to the Formulary may affect them. For additional information regarding their benefits, your employees can contact Customer Service at the phone number on their ID cards.

Current Blue Cross Formulary information can be accessed quickly and conveniently by visiting Blue Cross' website, [bluecrossca.com](http://bluecrossca.com), and clicking on "Pharmacy", under the *Learn More* heading.

Drug Name	Active Ingredient	Formulary Status	Generic Available
Janumet	sitagliptin/metformin HCl	Formulary	No
Januvia	sitagliptin	Formulary	No

## To The Point Goes Electronic January 2008

We know your time is valuable and you're often on the go, so we're making it easier and faster than ever for you to find that must-read *To The Point* article. Beginning March 2008, *To The Point* will be an **e-mail only newsletter** and offer several convenient features, including the ability to:

- Click on article links within the e-mail.
- Read articles directly from your computer.
- Save articles to your computer.

Blue Cross will transition to this new format beginning with the January 2008 issue. That issue will be e-mailed **and** sent as a hard copy to your mailing address.

### Do we have your current e-mail address?

Because you won't receive hard copies anymore, we want to make sure you don't miss out on reading future *To The Point* issues. Please call your Blue Cross account manager today to verify that we have your current e-mail address!

**To The Point** is brought to you compliments of Blue Cross of California. If you have any questions about this information, please contact your broker or local sales representative.

Blue Cross of California and BC Life & Health Insurance Company are Independent Licensees of the Blue Cross Association. The Blue Cross name and symbol are registered service marks of the Blue Cross Association.



Blue Cross of California Commercial HMO/POS Combined.