Choose BLUE
Serving one out of every four Louisianians

OUR MISSION
To improve the lives of Louisianians by providing health guidance and affordable access to quality care.

OUR VISION
Blue Cross and Blue Shield of Louisiana will improve the lives of Louisianians by improving the quality, universality, affordability and differentiation of the health guidance and healthcare they receive, and by improving the quality, universality, affordability and differentiation of the services we ourselves provide directly on behalf of our membership. BCBSLA will, by every measure, enhance its role and its competitive standing both in the state of Louisiana and beyond.
THE \textbf{VALUE} OF BLUE

1 Who We Are
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This brochure is presented for general information only. It is not a contract, nor is it intended to be construed as a contract. If there is any discrepancy between the information in this brochure and any Benefit Plan, the Benefit Plan language will prevail. Premium will vary with the level of benefits chosen. For complete information on any plan, please refer to the corresponding Benefit Plan.
WHO WE ARE

• We’re Louisiana’s oldest and largest health insurer.
• We serve more than 1.1 million members.
• We’re a mutual company, which means we are owned by our policyholders — not shareholders.
• Our company is totally Louisiana-owned and -operated.
• Our president and CEO, Gery J. Barry, has more than 30 years of health insurance expertise.
• We employ more than 1,600 Louisianians in our Baton Rouge headquarters and our district offices in Alexandria, Houma, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport.
• We are a tax-paying company. Blue Cross and our subsidiaries paid $9 million in taxes in 2006 and returned $2.54 billion to the Louisiana economy by way of claims paid on both insured and self-insured business.
• We offer a full line of health insurance products for both individuals and groups (see Product Solutions tab), including a high-deductible policy that is compatible with a tax-free Health Savings Account (HSA).

Blue Cross and our subsidiaries offer:

• Both fully insured and self-insured (administrative services only) products for groups and a broad range of individual plans;
• A full line of Medicare supplement insurance plans and Medicare prescription drug coverage;
• Life and dental insurance; and
• A suite of voluntary benefit options for groups, such as life, accidental death and dismemberment, long-term disability, short-term disability and small group dental insurance — all available by payroll deduction.

FINANCIALLY STRONG AND STABLE

• Blue Cross and Blue Shield of Louisiana has been in business since 1934.
• We have received 11 consecutive “A” ratings for financial strength from noted international rating service Standard & Poor’s.
• We also hold five accreditations from top national healthcare standards organizations, including accreditations for meeting privacy and quality standards.

• Blue Cross and Blue Shield of Louisiana maintains a surplus of funds as protection for our policyholders. These reserves ensure that the company’s ability to pay claims is not jeopardized by external economic factors or the impact of natural disasters.

CUSTOMER SERVICE LIKE NO OTHER
We make it our business to give you, our customer, an exceptional experience. That’s why we offer an innovative menu of service options to meet your needs and preferences.

• Customers who have questions about their health or health insurance can get answers day or night by clicking the Answer Button found on our website at www.bcbsla.com.

  – The Answer Button takes you to a portfolio of useful self-service tools for managing your account or researching medical conditions.

  – Individual and group customers and employers can handle many routine customer service needs 24 hours a day, seven days a week—at your convenience.

  – Employers can perform member maintenance tasks such as submitting and tracking subsequent applications, ordering employee ID cards, canceling employee coverage and approving or denying employee change requests.

• We offer personal service from our call center for customers wishing to speak to a representative by phone. Just call the number on the back of your ID card.

• Our eight District Offices provide face-to-face customer service.

STRONGEST PROVIDER NETWORKS
• Nearly 9 out of every 10 doctors in Louisiana belong to a Blue Cross network.

• Every full-service acute care hospital in Louisiana is part of our member hospital networks.

• BCBSLA has ranked No. 1 in a national provider satisfaction survey for four consecutive years.

• Network discounts mean savings to you.
KEEPING MEMBERS HEALTHY

• Our in-house medical team of doctors, pharmacists and nurses works to make sure your healthcare needs are met effectively and affordably. (See Medical Management tab for more details.)
• We send reminder notices when you are due for preventive care, such as mammograms and cancer screenings.
• If you have a serious or chronic condition, such as asthma, diabetes or cardiovascular disease, our Care Management staff can help you manage your care.

ONLINE HEALTH AND WELLNESS SERVICES

Just click the Answer Button on our website at www.bcbsla.com to reach resources for staying healthy. (See the Service Capabilities and Health and Wellness tabs for more details.)

• Coverage Advisor℠ lets you compare coverage plans and select the one that best fits your needs.
• Healthcare Advisor℠ provides detailed, personalized information on common health conditions, estimated treatment costs, questions to ask your doctor and much more.
• Healthcare Facts℠ is a free and easy-to-use online resource for conducting research on Louisiana hospitals.
• Our online provider directories are updated daily with the very latest information on in-network doctors and hospitals near you.
• Also available online is our prescription drug formulary, which helps you identify cost-effective medication options to discuss with your doctor.

A PARTNER IN THE COMMUNITY

• We have provided support to more than 200 charitable organizations throughout Louisiana.
• Team Blue, our employee volunteer group, participates in community projects across the state.
• We focus on helping Louisiana’s youth through programs such as our Angel Award®, an annual honor for individuals who do outstanding volunteer work on behalf of children.

* Coverage Advisor and Healthcare Advisor are powered by Subimo, LLC. Subimo is an independent company that provides wellness information to Blue Cross and Blue Shield of Louisiana customers.
** Healthcare Facts is owned by ConsumerAware, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
• The Blue Cross and Blue Shield of Louisiana Foundation is a not-for-profit organization focused on improving the wellness and well-being of Louisianians through contributions to Louisiana-based 501(c)(3) organizations to sponsor health- and education-related programs and projects.

• The Foundation has established a public/private partnership with the AgCenter at Louisiana State University to fight childhood obesity with Smart Bodies, an award-winning program designed to teach schoolkids in grades K-5 about healthy eating and the importance of exercise. (See the Our Home, Louisiana tab for details.)

THE POWER OF THE CROSS AND SHIELD

• Blue Cross and Blue Shield of Louisiana is a member of the Blue Cross and Blue Shield Association, a group of 39 plans that collectively cover more than 99 million people – more than one third of all Americans.

• Closer to home, we serve one out of every four Louisianians, and that’s counting every single person in the state.

• Because we are a member of the national Blue Cross and Blue Shield Association, you can take your healthcare benefits with you when you travel – across the country and to 200 countries around the world.

OUR HOME, LOUISIANA

The health insurance industry in Louisiana can sometimes seem like a revolving door, with companies moving in and out. We at Blue Cross are in Louisiana to stay. Our roots date back to 1934 in New Orleans, and we’ve never left. We’re here today, and we will be here tomorrow to serve the people of the state we call home.
Blue Cross offers a full line of group and individual coverage plans.

WE’VE GOT A BLUE FOR YOU!

As the price of healthcare services continues to rise, everyone — including health insurance companies — must look for solutions.

Fortunately, Blue Cross and Blue Shield of Louisiana is the Solutions company. We offer a full line of health insurance products for both individuals and groups. Whatever your healthcare coverage need — whatever your budget — we have a solution that’s right for you.
PRODUCT SOLUTIONS

1 Solutions for Individuals
4 Solutions for Groups
8 Administrative Services Only
8 Large Group Coverage — for Groups with 100+ Employees
9 Dual Choice
10 Flexible Spending Plans
12 Life and Disability Solutions
12 Employee-Sponsored Group Benefits
14 Employee-Sponsored Voluntary Benefits
SOLUTIONS FOR INDIVIDUALS

For more than seven decades, the Cross and Shield has been meeting the healthcare needs of Louisiana residents. From birth through retirement, we offer a complete selection of plans to fit individual policyholders’ coverage needs. Individuals may contact an authorized local agent or call the nearest Blue Cross regional office for more information on any of the following products:

**BlueSaver**
Our HSA-qualified high-deductible health plan gives you sound, affordable health coverage while you build a financial cushion for your medical needs.

**Blue Max**
Maximum coverage ... maximum choice. Our most comprehensive individual major medical plan helps pay for covered everyday medical expenses as well as hospitalization.

**Point of Service**
Managed care with the power of BLUE! HMO Louisiana, Inc., a wholly owned subsidiary of Blue Cross and Blue Shield of Louisiana, offers a series of Point of Service (POS) plans that work like an HMO plan with a unique advantage: the ability to choose providers outside of the network and still receive benefits.

**BlueSelect**
Where simplicity and affordability meet. We’ve taken our most basic individual plan and enhanced it with features that customers like you requested most — and priced it to fit your budget.

**Blue Value**
Blue Value offers the protection of catastrophic coverage at a minimum premium cost. Blue Value features coverage for large, unplanned medical expenses, such as hospital stays and surgery, plus a drug discount program that lets you purchase prescription medicines at discounted prices at participating pharmacies.
Variable Income Plan
The Variable Income Plan (VIP) from Blue Cross and Blue Shield of Louisiana supplements your regular healthcare coverage by paying you dollars-per-day for any covered hospital stay.

BlueChoice 65 and BlueChoice 65 SELECT
Our full line of Medicare supplement plans is designed to help seniors pay for some of the medical expenses that Medicare doesn’t cover. Enjoy the freedom to choose most doctors, direct access to specialists and automatic claims filing, all at competitive rates.

Options in our BlueChoice 65 solutions for seniors include Part B deductible coverage, Part B excess charges, skilled nursing coinsurance and a prescription drug program. Our BlueChoice 65 SELECT plans feature lower premiums and a select network of hospitals that have agreed to waive your Part A deductible and coinsurance.

RxBLUE
The only Medicare Part D prescription drug plan in Louisiana with the strength and stability of the Cross and Shield provides reliable, affordable access to a wide selection of medications, including all Medicare-approved drugs. You pay low monthly premiums, affordable copayments — including $0 co-pay on some generic medications — and have access to a large network of participating pharmacies.
Point of Service is offered through HMO Louisiana, Inc. and available in the Baton Rouge, New Orleans and Shreveport service areas.

BlueSaver® refers to individual contract #40XX0778. Blue Max refers to policy #40XX0551. HMO Louisiana POS refers to contract #13100 00284. BlueSelect® refers to individual contract #40XX1278. Blue Value refers to policy #40XX0500. Variable Income Plan refers to contract #40XX1172.

BlueChoice 65 refers to contracts #40XX0420, #40XX0421, #40XX0422, #40XX0425, #40XX0428, #40XX0721, #40XX0722 and #40XX0723 and is not connected with or endorsed by the U.S. government or the federal Medicare program. Please see your agent for benefit exclusions, limitations and reductions.

Blue Cross and Blue Shield of Louisiana has contracted with the Centers for Medicare & Medicaid Services to offer RxBLUE, a Medicare Part D prescription drug plan.
SOLUTIONS FOR GROUPS

BlueSaver®

Our fastest-growing group insurance product is BlueSaver, Blue Cross and Blue Shield of Louisiana’s health savings account (HSA)–compatible product. A high-deductible health plan, BlueSaver works with your HSA as a savings fund for tax-qualified medical expenses, including some of those not usually covered by insurance. Funds in the HSA account that are not used for medical expenses can accumulate tax-free from year to year until retirement.

BlueSaver offers:

• wide range of deductibles for individuals and families
• lifetime protection of $5 million for each covered member
• prescription drug coverage
• preventive and wellness care
• inpatient and outpatient coverage
• access to the largest provider networks in the nation
• wellness benefits with first-dollar coverage (no deductible)
• doctor visits and hospital stays
• emergency room coverage
• nationwide access to your health benefits
• compatibility with Internal Revenue Code requirements for health savings accounts
• optional dental plan

BlueSaver refers to policy #40XX0779

GroupCare

Does your employer group plan need broad coverage and flexible options, all at competitive rates?

GroupCare from Blue Cross and Blue Shield of Louisiana gives employers the choice of a number of options to customize your group’s coverage with benefits that best fit the needs of employees. Take advantage of Blue Cross’ strong provider networks with our Preferred Provider Organization (PPO) that brings you savings in premium and out-of-pocket costs.
GroupCare offers:

• variety of deductibles
• lifetime maximum of $5 million in benefits
• prescription drug benefits
• preventive and wellness care
• physician copayment plans
• maternity benefits (optional for small groups)
• optional dental plan
• emergency room and hospitalization benefits
• Accidental Injury Endorsement (AIe)

GroupCare refers to Comprehensive Medical Benefit Plan #40XX0492

HMO and POS
Are you looking for an employer group plan that combines managed care with choice?

HMO Louisiana, Inc., a wholly owned subsidiary of Blue Cross and Blue Shield of Louisiana, offers HMO and Point of Service (POS) plans in the Baton Rouge, New Orleans and Shreveport service areas that can meet your group’s healthcare needs and budget. The HMO plan allows members to seek care within HMO Louisiana’s broad network of physicians, hospitals and allied providers with minimal out-of-pocket expense. The POS plan allows members to enjoy the cost savings of an HMO, with a unique advantage: the ability to choose providers outside of the network and still receive benefits.

With HMO and POS, your primary care physician helps coordinate your healthcare needs, but you can enjoy direct access to network specialists without obtaining a referral.

Other features include:

• no deductible within the network
• series of program choices
• prescription drug benefits
• preventive and wellness care

Our group plans offer a lifetime maximum of $5 million in benefits.

Nearly 9 out of 10 doctors in Louisiana belong to a Blue Cross network.
Our newest group option is Premier Blue.

- in-network and out-of-network coverage (POS)
- an ID card recognized across the country
- out-of-area dependent coverage
- away-from-home care through the BlueCard® program
- maternity coverage (optional for small groups)
- optional dental plan available through Blue Cross and Blue Shield of Louisiana
- freedom from paperwork

HMO refers to contract #13100 00004; POS refers to contract #13100 00027.
HMO Louisiana, Inc., is an independent licensee of the Blue Cross and Blue Shield Association.

Premier Blue

Premier Blue is our newest group health benefit plan with enhanced features of a Preferred Provider Organization (PPO) and network benefits of a Point of Service product. Members access the Preferred Care PPO network for covered services from participating doctors, hospitals and allied health professionals. This select network spans Louisiana and its members receive the highest level of benefits when they receive care in-network. A deductible and coinsurance may apply to care received outside the network.

Features of the Premier Blue plan include:

- in-network and out-of-network coverage
- wide selection of copayment options
- one copayment for primary care physicians (PCPs) and specialists
- lifetime maximum of $5 million in benefits
- prescription drug benefits
- preventive and wellness care
- access to broad network of PPO providers
- maternity benefits (optional for small groups)
- optional dental plan

Premier Blue refers to benefit plan #40XX1375.
trueBLUE

Need an affordable alternative to help curb the upward spiral of conventional insurance coverage for your employer group plan?

trueBLUE from Blue Cross and Blue Shield of Louisiana features a unique benefit design — the only one of its kind in Louisiana — that makes comprehensive health coverage affordable for your employer group through a simple cost-sharing idea. Members manage a higher portion of their healthcare spending, but in return, they pay lower premiums. With trueBLUE, your premium savings for your employer group plan can be as much as 30 percent over our most popular PPO plan.

trueBLUE covers a complete list of services, including:
• choice of deductibles
• a lifetime maximum of $5 million in benefits
• prescription drugs
• preventive and wellness care
• inpatient and outpatient services
• doctor visits
• lab tests and X-rays
• emergency room care
• maternity benefits (optional for small groups)
• optional dental plan

trueBLUE refers to contract #40XX1224.
ADMINISTRATIVE SERVICES ONLY

Third-party claims administration services and third-party administration services for self-funded health benefit plans are available through Administrative Services Only (ASO) arrangements offered by Blue Cross and Blue Shield of Louisiana and HMO Louisiana.

For more information, contact your regional director. (See the end of this brochure or visit our website at www.bcbsla.com for a full list of regional office contact numbers.)

LARGE GROUP COVERAGE –
FOR GROUPS WITH 100+ EMPLOYEES

Does your large employer group need coverage for employees all over the state ... or all over the country?

Blue Cross and Blue Shield of Louisiana and HMO Louisiana can work with you to find the best coverage options available through plans featuring Preferred Provider Organization (PPO), HMO and Point of Service coverage. Self-funding may be another option for your large employer group.

With Blue Cross, large group accounts can enjoy:

• the benefits you want
• efficient service
• more choices
• competitive prices
• customized customer service
DUAL CHOICE

Do you need an employer group program that can help meet the diverse healthcare needs and budget of your employees?

Dual choice options from Blue Cross and Blue Shield of Louisiana allow employers to offer health insurance at reduced costs and at the same time provide better coverage and more benefits.

Dual Choice presents small group (2-99 lives) employers with numerous product combination possibilities, providing more flexibility in your benefit options. For example: you can combine an HMO Louisiana plan with a Blue Cross PPO plan.

Medical plans must be different for the group to be considered dual option; different drug options alone do not qualify as dual option.

*With dual choice, your employer group of almost any size can get:*
  - flexibility
  - affordability
  - choice
  - convenience of purchasing two different health plans from a single carrier

Dual Choice is not available for LADA and LFA at this time. Certain other enrollment restrictions apply.
FLEXIBLE SPENDING PLANS

Sometimes referred to as a Section 125 “Cafeteria plan”, a Flexible Spending Account (FSA) lets employees set aside a certain amount of each paycheck into an account before paying income tax. The participant can use the account to pay for over-the-counter medicines, out-of-pocket expenses at the doctor or pharmacy, chiropractic, eyeglasses, contacts, Lasik, orthodontics and more.

Advantages of an FSA for Employers

- Save on payroll taxes — approximately 8 percent on every dollar employees set aside.
- Cushion health insurance increases to lessen the impact on the employee’s paycheck.
- Plan fees can be paid by the employer or participants.

Participants and employers can view and manage their flex accounts online at their convenience. Our standard Flexible Spending Accounts include a Premium-Only Plan, Medical Reimbursement Account and Dependent Care Plan.

- **Premium-Only Plan**
  The Section 125 Premium-Only Plan (POP) saves you and your employees by reducing payroll taxes. It works by making one simple adjustment in your payroll process: Employees pay their portion of insurance premiums on a pre-tax basis. Qualifying premiums may include an employee’s share of employer-sponsored health, dental, disability, accident and group term life insurance.

- **Medical Reimbursement**
  This account allows participants to set aside money from each paycheck for the reimbursement of medical expenses not payable by their health coverage.

Cut your taxable payroll by reducing your employees’ taxable income so that both you and your employees pay less in taxes.
• **Dependent Care Plan**

  Employees set aside pre-tax payroll deductions to budget for the daycare expenses of a dependent child under age 13.

You can review our entire Flexible Spending Account offerings plan online at [www.ezflexplan.com/bcbsla](http://www.ezflexplan.com/bcbsla). Our online resource provides employers with plan options, advantages to employees and numerous administrative tools. Once enrolled in our FSA, you and your employees can view and manage flex accounts at your convenience.
Southern National Life Insurance Company, Inc. (SNL), is a wholly owned subsidiary of Blue Cross and Blue Shield of Louisiana that was established in 1994 to serve the employee benefits needs of employer groups. SNL allows our employer groups to offer a suite of employee benefit options.

**Benefits are important to your employees**

Benefits matter. Over the next few years, employers will work to balance higher medical insurance costs and increased pressure on expenses with a comprehensive benefits package. Employers feel it is important to offer a competitive benefits package and subsidize as much of the cost as possible in order to attract and retain employees.¹

However, for many companies, the rising cost of benefits forces difficult choices. Many employers are looking for creative ways to offer valued financial and lifestyle benefits while asking employees to share in the premium cost.

SNL offers a wide range of both employer-sponsored and employee-sponsored voluntary benefits. We can assist you with managing benefits costs by creating an offering that includes employer-sponsored plans, voluntary programs or a blend of both.

**EMPLOYER-SPONSORED GROUP BENEFITS**

**Group Term Life** — Whether your company has two employees or 10,000, SNL has a group term life plan for your organization. Competitive rates and flexible benefit designs make SNL a one-stop shop for all your group life insurance needs. We offer term life insurance to groups with two or more eligible employees.

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Accidental Death and Dismemberment (AD&D) — Employers that select Group Term Life coverage receive an automatically-included AD&D plan at the same benefit amount.

Dependent Life — Dependent life coverage is also available for eligible dependents of eligible employees.

Short-Term Disability (STD) — Disability benefits give employees access to cost-effective protection of their income in the event of a covered injury or sickness causing time away from the job or permanent disability.

Long-Term Disability (LTD) — Group LTD is available to groups with as few as five eligible employees and is a cost-effective way to help protect your employees’ income in the event of a disabling injury or sickness. Eligible employees include all full-time, active employees working 30 hours or more per week. LTD benefits can be designed to fit your employer needs in both cost and coverage.

For more information on any of these solutions, contact Southern National Life at 800.376.7734.
**EMPLOYEE-SPONSORED VOLUNTARY BENEFITS**

Employees continue to express interest in purchasing insurance and other products at the workplace via automatic payroll deduction. Employees clearly identify the convenience of payroll deduction and the price of coverage as their most crucial considerations when choosing an employer.

**Why offer voluntary benefits?**

Voluntary benefit programs allow you to offer the benefits that employees and their dependents want at little or no additional cost to you. Voluntary plans offer the option for you to contribute or not. Voluntary with no employer contributions allows the employee to pay 100 percent of the premiums through payroll deduction. These valuable benefits are offered at competitive group rates and offer you and your employees convenience, value and choice.

**Our comprehensive Employee’s Choice product portfolio includes:**

**Voluntary Group Dental**

Voluntary dental allows you to add a highly desired group benefit to your company’s benefit package without employer contributions. Being able to offer dental benefits brings value to your employees and our plans are easy to administer. Specific plans are available for groups 2-19 and for larger group sizes.

Voluntary dental plans are offered directly to employees, covering care for preventive, basic, major and optional orthodontic services (options are chosen by you and your employees). Employees may visit the dentist of their choice with no network restrictions and no deductible for preventive or orthodontic services, and employees enjoy the convenience of payroll deduction of premiums each month.

**Voluntary Short-Term and Long-Term Disability**

Voluntary benefits help you recruit and retain the best, most skilled and productive employees by giving them the added security and protection
they want for themselves and their families. Groups with as few as five can participate in our voluntary disability products. Benefit options can begin the day after the elimination period is complete.

**Voluntary Group Term Life Insurance and Accidental Death & Dismemberment**

Financial advisors recommend the average person carry as much as 10 times his or her annual salary in life insurance for surviving dependents, according to the American Council of Life Insurers. Your employees do not always have enough time in a day to seek out their own life insurance, often leaving themselves uninsured. Voluntary life insurance offered in a benefits package allows your employees to seek adequate coverage amounts and provide a secure future for their families. Our voluntary life product offers:

- Flexible premium options
- Dependent coverage up to specified limits
- Guaranteed issue of coverage during initial eligibility up to age 70
- Waiver of premium for total disability (prior to age 60)
- Conversion privilege
- Convenience of payroll deduction

**Voluntary High-Limit Accidental Death and Dismemberment (VAD&D)**

Accidents are the leading cause of death for people under age 39 and the fifth leading cause of death for people in all age groups, according to the National Safety Council. Families are seldom prepared for the financial hardship that results from an accidental death. VAD&D helps protect your employees’ families from the economic loss that could stem from an accident resulting in loss of life or limb.

**Our Employee’s Choice VAD&D product offers:**

- No medical underwriting
- 24-hour protection
- Up to $250,000 in coverage

*For more information about Employee’s Choice Voluntary Group Benefit Plans, contact us at 800.376.7734 or 225.295.2525.*
Blue Cross is Louisiana’s oldest and largest health insurer.

**THE POWER OF YOU**

**CONSUMER-DIRECTED HEALTHCARE: A NEW OPTION CATCHES ON**

A new insurance alternative has emerged that could help keep healthcare costs in check by giving the insured more incentives to keep their own medical expenses low. *Consumer-directed healthcare* is a catch-all term referring to several new types of health benefit plans. These plans give some of the financial responsibility — as well as the *power of choice* — back to the individual insured.

Also called consumer-directed health plans (CDHPs), these new options are catching on quickly. Blue Cross and Blue Shield of Louisiana has developed consumer-directed health plans for both groups and individuals that empower the customer to take control.
Advantages of Consumer-Directed Healthcare
The High-Deductible Health Plan
Health Savings Accounts
Online Health and Wellness Tools
THE ADVANTAGES OF CONSUMER-DIRECTED CARE

Consumer-directed healthcare offers individuals, employers and employees a compelling alternative to traditional health insurance plans. Consumer-directed care is a way to stem – perhaps even reverse – rising healthcare costs. This trend could improve the ability of individuals to purchase insurance coverage and of business owners to offer their employees such coverage.

A consumer-directed health plan (CDHP) can save money for individual policyholders or – in the case of a group plan – both the company and the employee. Other advantages include:

• lower premiums
• more control over personal healthcare choices
• option to open a health savings account (HSA) for tax-free savings
• money in the HSA is not taxable if used for qualified medical expenses
• unused funds in the HSA can roll over into the next benefit period
• the HSA belongs to the individual member and is entirely portable when changing jobs
• online access to track HSA balances, obtain quarterly claims details and manage benefits
• online health information and resources to help policyholders live healthier and make smarter healthcare decisions

A CDHP generally has three parts:
1) a high-deductible health plan (such as BlueSaver® from Blue Cross);
2) a funding mechanism (health savings account); and
3) online health and wellness educational tools.

Improving insurance affordability offers the promise of bringing more uninsured citizens back into the health insurance system, which in turn could help make healthcare more affordable for all.
1. **THE HIGH-DEDUCTIBLE HEALTH PLAN FROM THE CROSS AND SHIELD: BLUE SAVER®**

**BlueSaver for Individuals**
Our most popular product for individuals is BlueSaver, our low-premium, high-deductible plan that can be paired with a health savings account. With BlueSaver coverage and a health savings account from a bank or other financial institution, you get sound, affordable health coverage (as much as 35 percent less than some of our other popular individual plans) while you build a financial cushion for your medical and non-medical needs.

For seamless service, consider opening a *MySmartSaver* health savings account at the same time you enroll with BlueSaver. You can read more about *MySmartSaver* in the following pages.

**BlueSaver for Groups**
Employers today must do more than just shift more premium costs to employees. They need to change the role employees play in their healthcare coverage and in their care. Blue Cross and Blue Shield of Louisiana takes a consumer-driven approach to health coverage, putting employees at the center of their healthcare decisions. The goal is to make employees more aware of their healthcare benefits, help them become more involved with their care decisions and encourage them to take more personal responsibility for their “healthstyles.”

Blue Cross has developed a range of strategies to offer the right level of cost control and employee involvement for your company.

We start with BlueSaver, our low-premium, high-deductible plan that can be paired with a health savings account (HSA). We then add easy-to-use online tools that help employees plan for the cost of their care. Last but not least, your employees can manage their health plan and fund account online through our account management tool.

*The Bancorp Bank, which offers MySmartSaver, is an independent company that provides health savings account options to Blue Cross and Blue Shield of Louisiana customers.*
The BlueSaver package includes:

- wide range of deductibles for individuals and families
- lifetime protection of $5 million for each covered member
- prescription drug coverage
- inpatient and outpatient coverage
- access to the largest provider networks in the nation
- wellness benefits with first-dollar coverage (no deductible)
- doctor visits and hospital stays
- emergency room coverage
- nationwide access to your health benefits
- compatibility with Internal Revenue Code requirements for health savings accounts

2 MORE ABOUT THE HEALTH SAVINGS ACCOUNT (HSA)

A health savings account allows individuals or group customers who are covered by a qualified high-deductible health plan — like BlueSaver — to save pre-tax money in an interest-bearing, tax-advantaged account. These funds can then be used to cover qualified medical expenses, such as prescription and nonprescription drugs, insurance deductibles, eyeglasses and even your health insurance premiums during periods of unemployment.

HSA Advantages

- **Tax-deductible contributions and distributions**
  The money deposited into an HSA will reduce taxable income for the year, even if the individual or employee doesn’t itemize deductions. If an individual or employee makes deposits to the account, the money can be 100–percent tax-deductible, up to the IRS maximum.

  The interest and investment earnings generated by the HSA are not taxable while in the account. Funds used to pay for qualified medical expenses are not subject to tax, but funds can be withdrawn for non-medical expenses, subject to tax and a penalty.

  A complete list of qualified medical expenses is available through the Internal Revenue Service at [www.irs.gov](http://www.irs.gov).

- **Visit www.irs.gov**
  to find out more about the many tax benefits of health savings accounts.
• Unused contributions roll over
Any unused balance in an HSA at the end of each year can be carried over to the following year. Unused funds can even be used after retirement to pay for long-term care insurance and other select medical expenses.

An HSA may be funded in whole or in part by an employer. If you are a business owner and contribute to your employees’ HSAs, they are not obligated to use the money you or they contribute to the HSA each calendar year. The money can remain in the account and earn interest until they need it — whether that’s next month, next year or in 10 years.

When an employee reaches 65, the account can be used as retirement savings or continue to be used for medical expenses. The employee has the power to decide.

• The health savings account is portable
Both the employee and the employer may contribute to an HSA on behalf of an employee covered by a qualifying health plan. No matter who contributes, the account is portable and goes with the employee even if he or she changes jobs. Like a regular savings account, the health savings account belongs to the account holder.

MySmart$aver HSA
Our preferred health savings account for pairing with BlueSaver is MySmart$aver.

MySmart$aver advantages
• free account with no monthly fees
• no application or set-up fees
• Visa-branded debit card
• interest-bearing account
• investment options
• enrollment applications may be mailed or completed online
• accounts are opened within 24 hours of receipt of application

A health savings account is portable, going with your employee if he or she changes jobs.
• Welcome Kit sent to customers to inform them about their new account
• debit card and checks are sent to customers once account has been funded
• customers receive annual year-end reporting on contributions and distributions
• FDIC insured
• outstanding interest rates paid on balances over $1
• call center support available 24 hours a day, seven days a week
• online account access to monitor savings and expenses
• more than 20,000 deposit locations nationwide

Online account access

Tools for managing the health savings account are only a mouse click away. Visit www.MySmartSaver.com to:

• view account balances
• use online bill pay for medical expenses
• view HSA fund investments

3 ONLINE HEALTH AND WELLNESS TOOLS

The third key component of a successful consumer-directed health plan is the tools provided to help members manage their accounts. Blue Cross and Blue Shield of Louisiana provides a comprehensive range of easy-to-use online health management tools that customers can use to access their Blue Cross accounts, view treatment options and get cost estimates for a variety of health conditions. They can also research and compare hospitals in their area and compare our coverage plans.
Online tools let both employers and employees handle routine customer service needs at the click of a mouse.

If your doctor is recommending surgery, use HealthcareFacts.org to find quality and safety information on local hospitals.

- Information on all of these tools and more can be found by clicking the Answer Button on our website at www.bcbsla.com. The Answer Button offers both employers and employees options for account management and healthcare decision-making.
- Healthcare Advisor℠ provides detailed information on common health conditions, estimated treatment costs, questions to ask your doctor and much more.
- Healthcare Facts** is a free and easy-to-use online resource (www.HealthcareFacts.org) for conducting research on Louisiana hospitals.

Healthcare decision support tools go hand-in-hand with our mission of improving the lives of Louisianians by providing health guidance and affordable access to quality care. When consumers have more information, they can make more informed choices and use their healthcare benefits wisely.

For more in-depth information on all of the state-of-the-art wellness and information services offered by Blue Cross, please see the Consumer Engagement and Service Capabilities tabs of this brochure.

* Healthcare Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.

** Healthcare Facts, owned by ConsumerAware, provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
Blue Cross and Blue Shield of Louisiana is proud to have the largest provider networks in the state. Our strong networks and outstanding provider relationships mean deep discounts for our members—not to mention the power to choose the doctor or hospital that’s right for you.
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STRONGEST PROVIDER NETWORKS

- Nearly nine out of every 10 doctors in Louisiana belong to a Blue Cross network.
- Our member hospital networks feature every full-service acute care hospital in Louisiana.
- Network discounts mean savings to our customers.
- Our network providers agree to accept our allowable charges as payment in full for covered services provided.
- The company has ranked first among all Blues plans nationwide for provider satisfaction for four consecutive years, based on an annual BlueCard® survey of provider office staff.

ONLINE PROVIDER DIRECTORIES

Our provider directories are available online at www.bcbsla.com and are updated nightly so that the latest information on network doctors and hospitals is always available to members.

- Search for a provider by name, specialty and/or geographic location.
- Get a handy map to the provider’s office location.
- Create and print your own personal provider directory, customized with your preferred search criteria.

THE BLUECARD® PROGRAM

As a BCBSLA member, you have access to the BlueCard program, which means that in most cases — when you travel or live outside of Louisiana — you can take advantage of savings the local Blue Plan has negotiated with doctors and hospitals in the area. For covered services, you should not have to pay any amount above these negotiated rates.

- The BlueCard PPO features more than 6,000 hospitals and 700,000 physicians across the United States.
- Nationwide, more than 90 percent of hospitals and 80 percent of physicians contract with Blue Cross and Blue Shield companies — more than any other insurer.
• You have more freedom to choose the doctors and hospitals that best suit you and your family.

• Outside of the United States, you have access to doctors and hospitals in more than 200 countries and territories around the world through the BlueCard Worldwide program.

• As a Blue Cross and Blue Shield of Louisiana Plan member, you take your healthcare benefits with you — across the country and around the world.

• The Blue Cross and Blue Shield family of Plans are the largest health benefits provider in America, serving more than 99 million people in all regions of the country. In 2006, Blue Cross and Blue Shield Plan discounts for BlueCard claims totaled more than $42 billion in savings.

PROVING THE FINANCIAL ADVANTAGE

In addition to the size and scope of our provider networks, Blue Cross uses ClaimsQuest® software to further improve our discount negotiation and claims administration. This independent tool provides statistically valid claims repricing and discount reporting through the largest available database of Blue Cross claim information, developed and run by Milliman USA.

How does it work?

• Blue Cross plans covering more than 95 percent of the nation’s Metropolitan Statistical Areas (MSAs) provide claim information twice a year.

• Milliman sorts the data into 40 different utilization categories (cost models).

• Average allowable charge, as well as average discounts, can be reported.

What does it do?

• Provides discount and average payment information by state or by MSA.

• Can provide same information by CPT code.

• Can be used to completely reprice a prospective customer’s claims.

Results = Discounts

• Average additional savings over commercial carriers = 5 percent to 10 percent

• Average additional savings over “rental networks” = 15 percent to 20 percent

* ClaimsQuest software is independent of Blue Cross and helps with discount negotiation and claims administration. It is developed and run by Milliman USA, an independent company.
CONNECTING WITH PROVIDERS: iLINKBLUE

Our free online service portal for providers is iLinkBlue, and it securely connects more than 480 medical facilities and 12,300 medical professionals statewide with Blue Cross’ subscriber and claims data. More than 88 percent of all claims received and 84 percent of all provider inquiries are electronic, allowing for fast and efficient claims processing and payment.

Through iLinkBlue, physicians have fast access to their patients’ claims-based health histories — a three-year snapshot of care that helps a doctor get a fuller picture of a new patient’s medical history and current needs.

Also through iLinkBlue, network providers have instant online access to their BCBSLA fee schedules. Now, instead of contacting Network Operations or their Contracting Representative, spending valuable time on the phone or waiting for information to be mailed to them, providers can access these schedules at their convenience through iLinkBlue. Blue Cross and Blue Shield of Louisiana is one of the few companies to offer providers this service.

Access to fee schedules online helps providers minimize overpayments when refunding members and ensures that they have the most accurate, up-to-date information to reconcile their accounts. The implementation of this new service illustrates our continuous drive to serve our providers. Online fee schedules also benefit patients, who can ask provider staff to look up the discounted rate for a particular treatment at the point of service rather than waiting to be billed or possibly overpaying.
More than 1 million members strong

QUALITY CARE … AFFORDABLE COST

We all know that healthcare costs are rising, and have been every year for decades. The rise in healthcare costs in 2006, although less than in previous years, still translates into more costs for individual policyholders, employers and employees.

A recent survey showed that 80 percent of the 150 responding executives believed the most promising alternative for managing healthcare cost increases is to provide education and incentives for employees to adopt healthier lifestyles.

Blue Cross’s Medical Management Department provides our members with a continuum of care, ranging from wellness and preventive services for healthy members through Case Management and Disease Management programs to assist members who experience an acute or chronic illness. These programs help members to take control of their own healthcare and to access the most effective and efficient care available.

We also offer a range of solutions for employers with…

• Emphasis on high-quality care and member satisfaction
• Focus on member empowerment
• Interest in managing current and future cost savings

At Blue Cross and Blue Shield of Louisiana, we’re by your side in sickness and in health.
1 Preventive and Wellness Care
2 Member Health Management Tools
2 Utilization Review
2 Medical Policy and Pipeline Review
3 Retrospective Claim Review
3 Clinical Rounds
4 Pharmacy
4 Medical Action Planning
5 Blue Distinction Centers for...
5 Transplants
5 Bariatric Surgery
6 Cardiac Care
6 Proactive Outreach
7 Case Management
8 Specialty Case Management
8 Disease Management
11 Hospital Discharge Outreach Program
12 Pharmacy Outreach Programs
12 Care Management Programs
PREVENTIVE AND WELLNESS CARE

Our Health and Quality Management (HQM) Department provides a wide range of wellness information and preventive services, including:

- **E-mail newsletters**: Sent to employers for electronic or print distribution to employees.
- **Printed newsletters**: Mailed quarterly to employees’ homes (individual members also receive a newsletter).
- **Wellness reminders**: Mail or phone reminders annually for selected primary and secondary preventive care services.
- **Educational materials**: The HQM staff has available informational flyers and brochures on various conditions and treatments upon request for distribution by group leaders.
- **WalkingWorks**: We can assist employers with implementing a walking program for employees.

For more details on these and other wellness programs, please see the Health and Wellness tab of this brochure.

MEMBER HEALTH MANAGEMENT TOOLS

Blue Cross provides members with online tools they can use to find important information on their health and their benefits — information they can use to make smart healthcare decisions. Some of these tools include:

- **Answer Button**: Online portfolio of self-service tools
- **Healthcare Advisor™**: Interactive tool for researching health conditions and treatment options
- **Coverage Advisor™**: Allows users to compare coverage plans and choose the one that best fits their needs

* Healthcare Advisor and Coverage Advisor are powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
• Blue Health Record: Three-year claims-based health history organized by episodes of care
• Express Scripts** (www.express-scripts.com): Pharmacy information about shifting drugs to home delivery, drug costs and co-pays, as well as information about prescription history

For more details on these online tools, please see the Health and Wellness and Service Capabilities tabs of this brochure.

UTILIZATION REVIEW
Our comprehensive approach ensures that members receive necessary care without unnecessary exposure to risks. Utilization review staff use evidence-based clinical criteria to reduce unjustified variation in care, which:
• Decreases disparity
• Reduces gaps in knowledge
• Improves quality
• Supports evidence-based decision making
• Will allow, in time, for financial incentives that reward quality performance

MEDICAL POLICY AND PIPELINE REVIEW
Most of our members will likely never be aware of one of our most critical services. Every day, the company’s in-house staff of doctors, nurses, pharmacists and other medical professionals work to develop medical policies that ensure that the healthcare services and treatments, procedures, devices and prescription medications our members receive are proven effective.

Medical policies developed by BCBSLA are based on scientific medical evidence. These policies are evaluated and set to provide for consistent determinations of medical appropriateness, application of benefits and coverage decisions.

* Healthcare Facts, owned by ConsumerAware, provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
** Express Scripts, Inc., is an independent company that assists in the administration of Blue Cross and Blue Shield of Louisiana’s pharmacy program.
Medical policy pipeline review evaluates the clinical evidence for new technologies and new uses of existing technologies to determine if health outcomes can be improved and if benefit plan coverage is appropriate. Recent examples of technologies that have been reviewed include PET scans, the bone growth stimulator and treatments for sleep apnea.

Medical policy pipeline review allows for:

- Consistent benefit application related to technologies (treatments and procedures, devices, drugs and biological products)
  - Final approval from appropriate government regulatory body
  - Scientific evidence of demonstrated impact on health outcomes
  - Improvement in health outcomes outweighs any harmful effects
  - At least as beneficial as established alternatives
- Evaluation of new technologies and services in the pipeline, though not yet available, that will affect future costs and utilization

RETROSPECTIVE CLAIM REVIEW

This technique monitors claims to ensure that members receive medically necessary services and supplies. Retrospective review of edits, unlisted codes, pre-existing conditions and riders resulted in more than $11 million saved in 2005.

CLINICAL ROUNDS

Using a multidisciplinary team approach, physicians and nurses actively participate with a social worker and pharmacist available for consultation.

- Areas for care coordination improvement highlighted
- Quality and case management opportunities identified
- Knowledge and information exchange facilitated
PHARMACY
The Medical Management Department works closely with the Pharmacy Services Department to insure that pharmacy programs are integrated with other care management programs. Activities include:

- Annual formulary update (including targeted member and physician education regarding changes)
- Benefit design
- Retrospective Drug Utilization Review (DUR)
  - Addictive substances
  - Hypnotics
  - Over- and under-utilization
  - Drug/drug interactions
  - Drug/disease interactions
  - Therapeutic duplication
- Identification of medication alternatives
- Identification of non-adherence
- Participation in care management rounds and planning
- Case manager promotion of generic alternatives for lower out-of-pocket expenses

MEDICAL ACTION PLANNING
Medical Management staff members analyze claims and utilization data to identify trends and implement action plans to address opportunities for savings. Areas of potential cost reduction include:

- Inpatient utilization outliers
- Imaging
- High-dollar drugs
- Centers of Excellence — recently renamed Blue Distinction Centers
BLUE DISTINCTION
The Blue Cross and Blue Shield companies, in partnership with the Blue Cross and Blue Shield Association, have developed national Blue Distinction Centers for bariatric surgery, cardiac care and transplant services. Each Center has been selected through a rigorous evaluation of clinical data that provides insight into the facility’s structures, processes and outcomes of care – insight that can help patients decide where to go for the most affordable high-quality care in these specialized areas.

These nationally established criteria were developed with input from medical experts and organizations and support the consistent, objective assessment of specialty care capabilities. More information about Blue Distinction is available at [www.bcbs.com/bluedistinction](http://www.bcbs.com/bluedistinction).

Blue Distinction Centers for Transplants℠
The program has identified a network of leading institutions for eight transplant types that facilitate quality, cost-effective care and incorporate cost-management features through innovative pricing arrangements while retaining quality selection criteria.

A case manager serves as a patient advocate and a pivotal contact for the member, physician, facility, reinsurer and claims department.

Blue Distinction Centers for Bariatric Surgery℠
Blue Distinction Centers for bariatric surgery provide a full range of bariatric surgical care services including inpatient care, post-operative care, follow-up and patient education. These facilities must meet stringent quality criteria, as established by expert physician panels, surgeons, behaviorists and nutritionists.

*Note: Bariatric surgery is not a covered service under most Blue Cross and Blue Shield of Louisiana plans.*
Blue Distinction Centers for Cardiac Care℠

Blue Distinction Centers for cardiac care provide a full range of cardiac care services, including inpatient cardiac care, cardiac rehabilitation, cardiac catheterization (including percutaneous coronary interventions) and cardiac surgery (including coronary artery bypass graft surgery). These facilities must meet stringent quality criteria, as established by expert physician panels and national organizations.

Centers in Louisiana

For the most up-to-date list of Blue Distinction Centers in Louisiana, visit www.bcbsla.com or www.bcbs.com/innovations/bluedistinction/centers/.

PROACTIVE OUTREACH

Fundamental to our Medical Management activities are a series of proactive outreach initiatives by which Blue Cross employees review patient information and even contact patients and providers personally to help improve health outcomes and minimize cost whenever possible. These initiatives include:

• Case Management
• Disease Management
• Post-discharge outreach calls
• Pharmacy care coordination
• Drug choice management
• Retro drug utilization review
How members are selected for outreach
We identify members in need of case management outreach in a number of ways.

- Predictive modeling software provides a detailed analysis of a member’s medical and pharmacy claims experience and helps us evaluate the results of our programs.
  - Stratifies members based on risk for future cost or admission
  - Intervenes where an actionable opportunity exists
  - Evaluates impact of efforts over time
- Clinical rounds
- Standardized screening tool
- Automated diagnosis-related trigger list
- Reinsurance reporting
- Claims data

**CASE MANAGEMENT**
According to Case Management Society of America Standards of Practice for Case Management, “Case Management is a collaborative process of assessment, planning, facilitation and advocacy for options and services to meet an individual’s health needs through communication and available resources to promote quality, cost-effective outcomes ... a method of delivering patient care that emphasizes quality patient outcomes with efficient and cost-effective care.”

Case Management builds bonds of trust among the patient, providers and case manager and empowers members in a number of ways:
- Resolves barriers to optimal health outcome
- Assists with coordination of complex treatment plans
- Screens members for behavioral health issues
- Addresses medical necessity issues
- Advocates for the member with the healthcare team
- Provides health information to members for informed decision-making
  - Alternative treatment options
  - Community resources
  - Qualified providers

*Our Case Management staff works with members to produce the best possible health outcomes as cost-efficiently as possible.*
**SPECIALTY CASE MANAGEMENT**

Specialty Case Management programs saved Blue Cross and its policyholders an average of $3,750 per case in 2007. These programs include special outreach efforts for patients with chronic and/or complex conditions such as:

- Cardiac diseases
- Diabetes
- Cancer
- Respiratory illness
- Catastrophic illness
- Transplants
- Complex pregnancies
- End-stage renal disease
- Children with special needs

**DISEASE MANAGEMENT**

According to the Disease Management Association of America, “Disease Management is a system of coordinated healthcare interventions and communications for a population with conditions in which patient self-care efforts are significant.”

**Managing today for a healthy tomorrow**

- Provides coaching to improve health outcomes and promote healthy lifestyles
- Emphasizes prevention of exacerbations and complications utilizing evidence-based practice guidelines and patient empowerment strategies
- Supports member’s own values and preferences

**Key differences between Case and Disease Management:**

- Case Management focuses on one individual to maximize health outcome – its duration is usually shorter and associated with a single episode of illness.
- Disease Management tries to improve the health of an entire population with a certain condition – participation lasts two years or longer to make lifestyle changes and then sustain the changes over time.
Comprehensive disease management programs

Blue Cross and Blue Shield of Louisiana currently concentrates on three disease management programs based on the prevalence of these three conditions in Louisiana and the severity of their impact.

- **Diabetes Mellitus Program:** A “buy-up” program based on the number of diseased members
  - Serves 82,000 lives
  - $250 per diseased member per year
- **Congestive Heart Failure Program:** Part of core program
  - Serves 650,000 lives
- **Coronary Heart Disease:** Buy-up program based on the number of diseased members

**Why diabetes mellitus?**

- The 2004 Louisiana Health Report Card indicates that diabetes is the fifth leading cause of death in Louisiana.
- The Centers for Disease Control estimates that one third of all diabetics are undiagnosed, making the rate of Louisianians with diabetes about 10 percent.
- In 2001, the total cost of hospital discharges for people with diabetes in Louisiana was approximately $1.5 billion.

**Why congestive heart failure?**

- According to data from the American Heart Association, approximately 5 million people are living with CHF, and 550,000 new cases are being diagnosed annually.
- According to the 2005 Heart Disease & Stroke Statistics Update, congestive heart failure affects:
  - 6.6 percent of men and 2.3 percent of women ages 55–64
  - 1.8 percent of men and 1.5 percent of women ages 45–54
- From 1992 to 2002, deaths from CHF increased 33.3 percent.
- The projected direct and indirect cost of CHF in the United States for 2005 was $27.9 billion (Healthcare Financing Review, 2001 Medicare and Medicaid Statistical Supplement, CMS, April 2003).
Why coronary artery disease?
- The cost of heart disease and stroke in the United States is projected to be $431.8 billion in 2007, according to the Centers for Disease Control.
- The Office of Public Health (OPH), Louisiana Department of Health and Hospitals, reports that Louisiana has the seventh highest cardiovascular disease rate in the nation.
- Cardiovascular disease was the No.1 killer of Louisianians in 2004, accounting for 32 percent of all deaths, according to OPH.
### Disease Management Overview

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### Hospital Discharge Outreach Program

- Identifies care opportunities for members with respiratory or cardiac conditions
- Includes nurse contact within 48 hours of hospital discharge
- Reduces post-discharge ER visits and hospital readmits due to complications
- Results from most current 12 months of data:
  - 83 percent of those contacted had at least one opportunity identified
  - Averaged 1.5 interventions per member contacted
PHARMACY OUTREACH PROGRAMS

- Encourage the appropriate use of medications according to national guidelines
- Inform physicians of patient utilization
- Empower members through education

For more information on pharmacy programs, please see the Pharmacy Management tab of this brochure.

CARE MANAGEMENT PROGRAMS

Our Care Management programs ensure that appropriate care is given to our members. Our in-house team of doctors, nurses and pharmacists oversees our members’ care through the following functions:

- Inpatient Care Management — determines hospital necessity and appropriate lengths of stay, coordinates discharge needs and tracks cases for variances to nationally accepted evidence-based guidelines
- Concurrent Review — oversees lengthy hospital stays
- Case Management — develops long-term treatment plans for members with chronic illnesses
- Authorization of Covered Services — reviews certain non-routine services and procedures
- Retrospective Review — assesses medical need and correct billing level for services already rendered
The rising cost of prescription medications is of concern to everyone. Even those individuals who do not currently take prescription medications will most likely find themselves on some type of medication in the future.

The pharmaceutical market is constantly changing. Every year many drugs — branded and generic — are introduced into the marketplace, and new and updated clinical information is published. The Pharmacy Services Department at Blue Cross offers several significant programs to ensure that we offer a responsible and cost-effective drug benefit.
1 Concurrent Drug Utilization Review
1 Retrospective Drug Utilization Review
2 Disease State Management — “Gaps in Care”
2 Drug Choice Management
3 Specialty Pharmacy Program
3 Quantity Per Dispensing Level Limits
4 Annual Formulary Update
CONCURRENT DRUG UTILIZATION REVIEW

Pharmacist communication at point of sale

- Occurs at point of sale — a real-time edit to dispensing pharmacist
- Designed to prevent potential adverse events caused by:
  - Drug/drug interactions
  - Drug/disease interactions
  - Drug/pregnancy interactions
  - Gender/age interactions
  - Therapeutic duplication
  - Ingredient duplication
  - High and low dose prescriptions
- Provides opportunity for preventive or corrective action before drug is dispensed, especially when an adverse drug event is severe or rapid in onset

RETROSPECTIVE DRUG UTILIZATION REVIEW

A physician communication program

- Personalized physician communication, occurring after the point of sale, detailing patient-specific concerns.
- Patient profiles with prescription history provided for ease of reference.
- Designed to prevent adverse drug events caused by:
  - Overutilization
  - Underutilization
  - Drug/drug interactions
  - Drug/disease interactions
  - Drug/pregnancy interactions
  - Therapeutic duplication
  - Long-term use of hypnotics
  - Addictive substances
  - Use of specific drugs of concern in seniors
  - Multiple medication/polypharmacy use in seniors

Utilization Review programs are designed to prevent adverse drug events, such as harmful interactions.
DISEASE STATE MANAGEMENT OR “GAPS IN CARE”

A physician/member-directed education program

This program focuses on diabetes, asthma and cardiovascular disease.

- Appropriate use of medications supported by national guidelines is encouraged
- Informs physicians of patient utilization of key medications in targeted disease states
- Empowers members and physicians through education

DRUG CHOICE MANAGEMENT

A member-directed program to encourage use of lower-cost generic drugs and Tier 2 brands

- After a targeted Tier 3 drug is filled, a letter is generated to the member.
- The letter encourages the member to speak to his/her physician about specific Tier 1 and/or Tier 2 medications that would result in a lower copayment.
- Target medications are re-evaluated and updated periodically, when appropriate.
SPECIALTY PHARMACY PROGRAM

• Specialty drugs are biotechnology drugs or other drug products that may require special ordering, handling and/or customer service.

• Members using specialty medications from the specialty pharmacy have access to nurses and care coordinators who are trained specialists on the conditions being treated as well as the medications provided.

• Approximately one week prior to each refill, an outbound call will be made to the member to check member compliance and status and also schedule refill delivery.

• Specialty medications are limited to a 30-day supply.

QUANTITY PER DISPENSING LEVEL LIMITS

• All covered prescription medications are available at a participating pharmacy, typically up to a 30-day supply at retail and up to a 90-day supply for mail order.

• In addition, quantity per dispensing level limits (QPD) are placed on certain medications.

• QPD limits are based on the manufacturer’s recommended dosage and duration of therapy, common usage for episodic or intermittent treatment, FDA-approved recommendations and/or clinical studies, and/or as determined by Blue Cross and Blue Shield of Louisiana.

• The QPD List is available at www.bcbsla.com.
ANNUAL FORMULARY UPDATE

Members and physicians receive notification of formulary changes

- A formulary is a dynamic, evolving process — not a static list of drugs.
- The pharmaceutical market is always changing:
  - New drugs introduced
  - New clinical information released
  - Contract strategies change
- Market dynamics require continuous formulary review to ensure a responsible, cost-effective drug benefit is offered.
- For BCBSLA multi-tier copayment prescription benefit plans:
  - The Pharmacy and Therapeutics Committee moves drugs to lower copayment tier status, from Tier 3 to Tier 2, throughout the year.
  - Copayment tier increases, from Tier 2 to Tier 3, occur annually, and changes are effective on January 1.
- The current formulary is always available at www.bcbsla.com.
Many healthcare consumers don’t fully understand just how much their care costs. For many years, health insurers insulated their members from the true cost of these services by paying doctors and hospitals directly.

This disconnect has been identified in research by the Blue Cross and Blue Shield Association as one of the factors behind rising healthcare costs. That’s just one more reason why Blue Cross works to educate our members, the media and the public on the factors causing medical costs to rise and on what individuals, employers and policymakers can do about it.

Blue Cross has been Louisiana-owned and -operated since our founding in New Orleans in 1934.
CONSUMER ENGAGEMENT

1. Understanding Healthcare Costs
2. Knowledge Is Power
2. Our Website: www.bcbsla.com
3. Online Health Information and Tools
3. Access Blue Customer Tools
3. Blue Health Record
4. Healthcare Advisor
5. Coverage Advisor
5. Healthcare Facts
6. Portable Personal Health Records
7. Strategies at Work
UNDERSTANDING HEALTHCARE COSTS

Like other forms of insurance, health insurance is meant to protect the policyholder from catastrophic financial loss. Through the years, however, Louisianians have changed their expectations of health insurance. They expect their health insurance plans to cover everyday medical expenses as well as major illnesses. Those everyday costs include doctors’ appointments, medication and countless tests and procedures.

The health insurance premiums Louisianians pay reflect what it costs to receive all of those types of medical services and to protect them from the potential of catastrophic loss. When insurers pay out more in claims than they receive in premiums and when future services are predicted to cost more, premiums go up. That is what Louisianians have been experiencing for several years.

Many healthcare consumers don’t fully understand just how much their care costs. For many years, health insurers insulated their members from the true cost of these services by paying doctors and hospitals directly. For example, few people realize that the brand-name drug for which they pay a $15 or $20 copayment actually costs an average of $90.1 Consumers are not aware that the few minutes they spend seeing the doctor for a sore throat could result in charges of as much as $60 in doctor’s fees, plus the cost of any lab work and prescriptions.2

The true cost of surgical procedures is also an eye-opener – more than $18,000 on average to have an appendix removed and nearly $100,000 for heart bypass surgery!3

The good news is insurers, consumers and healthcare providers can work together to control the high cost of healthcare.

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1 Internal data from Blue Cross and Blue Shield of Louisiana Pharmacy Management Department, 2004
2 American Medical Association Physician Socioeconomic Statistics 2001
3 Internal data from Blue Cross and Blue Shield of Louisiana Medical Economics Department
KNOWLEDGE IS POWER

It may be a cliché, but it’s still true. At Blue Cross, we’ve always believed that an informed customer will make better choices about his or her own care – choices that can often lead to savings.

OUR WEBSITE: WWW.BCBSLA.COM

The cornerstone of our member communication and service is the Blue Cross and Blue Shield of Louisiana website at www.bcbsla.com. The site offers comprehensive information arranged to be easily accessed by individual and group customers, employers, potential customers, healthcare providers, insurance agents and producers.

Some highlights of the information offered on our website include:

• Links to powerful and innovative health tools
• Library of downloadable forms for customers, employers, providers and producers
• Detailed information on all Blue Cross products
• Frequently updated home page with important company news

The Blue Cross website offers healthcare answers at the click of the mouse.
• Ability for individual customers to pay their bill online
• Searchable online provider directories
• Online access to claims information
• Detailed contact information for our company offices statewide

**ONLINE HEALTH INFORMATION AND TOOLS**

Blue Cross members have access to free online tools they can use to view cost, quality and safety information on doctors, hospitals and clinics and to research hundreds of health conditions. Many of these tools allow the user to enter personal data to receive customized reports and help make wise choices among treatment options based on the criteria that mean the most to that particular individual. Information on all of them can be found by clicking the Answer Button located on our website at [www.bcbsla.com](http://www.bcbsla.com).

What follows is a brief description of key online health information tools available to Blue Cross members.

**ACCESSBLUE CUSTOMER TOOLS**

AccessBlue, our free online self-service tool at [www.bcbsla.com](http://www.bcbsla.com), allows individual and group customers and employers to handle many routine customer service needs 24 hours a day, seven days a week – at their convenience. Activities available through AccessBlue include the ability to review past claims information, check claims status and — if needed — create a Personal Health Record.

Learning how and why a claim was paid and the true costs of medical services helps to educate consumers on the overall cost of their care.

**BLUE HEALTH RECORD**

Most Blue Cross members registered with AccessBlue can create, review and print out a claims-based health record that provides a quick overview of "episodes of care" — personal health conditions combined with treatments associated with these conditions, such as doctor’s office visits, lab work and prescriptions filled.
This Blue Health Record is based on information provided by physicians, labs, pharmacies and hospitals that have submitted claims to Blue Cross and Blue Shield of Louisiana or HMO Louisiana over the past three years (current year and previous two years).

The information is available in a report format that can be printed for your personal use. The summary is sorted by condition and includes office visits, prescription drugs, description of the service given (including tests), the service date, provider name and provider specialty.

HEALTHCARE ADVISOR\textsuperscript{SM}*

Healthcare Advisor is available to Blue Cross customers through AccessBlue and allows users to:

- **Learn about their health** — view clear, accurate information about more than 150 health conditions and medical procedures.
- **Estimate the cost of services** — see cost estimates for services typically performed for many health conditions.

\textsuperscript{*} Healthcare Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
Choose a hospital — find the hospital that fits what is most important to the customer, whether it’s experience, reputation or results of care.

Find tools and resources — use a wide range of tools to take an active role in their health. For example, a customer experiencing symptoms of a particular illness can find out what kind of doctor might treat that condition and print out a list of questions to ask the doctor during a visit.

COVERAGE ADVISOR℠*

Coverage Advisor makes it easy to plan ahead for healthcare costs and make smart coverage choices. Website visitors can:

- **Create customized family health profiles.** A few simple steps allow members to create a temporary family health profile.
- **Estimate the services they’ll need.** Once a profile is created, Coverage Advisor estimates a family’s healthcare needs for the coming year — doctor visits, prescriptions and more.
- **Estimate the costs.** Coverage Advisor offers a range of costs for each service, based on data from more than 50 million people nationwide.
- **Estimate out-of-pocket expenses.** Members can compare their anticipated out-of-pocket expenses under different benefit plans and review the impact of funding a health savings account.

HEALTHCARE FACTS**


Designed to resemble the familiar Nutrition Facts labels found on food packaging, Healthcare Facts helps the user create clear and easy-to-understand reports on hospitals in Baton Rouge, New Orleans and throughout the state. Essentially, Healthcare Facts helps the consumer “comparison shop” for the best fit, best price and best value in hospital choices.

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* Coverage Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.

** Healthcare Facts, owned by ConsumerAware, provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
Louisiana is the first state in a national expansion program for Healthcare Facts. Initial data came from the 31 largest hospitals in the state, with community hospital data added in June 2006. Future plans call for the expansion of Healthcare Facts nationally, as well as in scope to include more healthcare providers, such as physicians and outpatient surgery centers.

While most other consumer information tools are derived from Medicare claims data, Healthcare Facts is compiled from data received directly from hospitals and healthcare providers. The result is a unique forum that enables consumers to research and compare hospitals and healthcare providers in their respective locales.

Healthcare Facts’ colorful and inviting nutrition-label format is easy to navigate and understand. Information about each hospital is offered on a single page, or "label," with the option to compare two healthcare facilities at the same time.

**PORTABLE PERSONAL HEALTH RECORDS**

Blue Cross and Blue Shield of Louisiana recently selected WebMD®, a world leader in health information services, to provide an exciting new solution for giving our members portable, comprehensive and easy-to-use personal electronic health records (PHR).

Healthcare experts have long called for the implementation of permanent electronic health records that could be accessed by patients and providers nationwide at any time. This system would make it easier for patients to receive treatment while traveling, for example, and allow easier reconstruction of medical records after a natural disaster such as Hurricane Katrina.

Most Blue Cross customers now have instant but secure online access to their PHRs through AccessBlue any time, day or night, from any computer that has an internet connection. Each member owns his or her record and can choose to share it with a physician or hospital staff. Importantly, each member can take the PHR with him or her in the event of changing insurance carriers.

*WebMD is an independent company that provides personal health record services for customers of Blue Cross and Blue Shield of Louisiana and HMO Louisiana, Inc.*
Blue Cross’ Chief Information Officer has been closely involved with the Louisiana Health Information Exchange (LaHIE), a group of healthcare providers in Baton Rouge and New Orleans who have designed a portal that lets doctors affiliated with different hospitals swap patient information on the web. The Blue Cross and Blue Shield of Louisiana PHR solution from WebMD will be designed to tie in with LaHIE’s portal as well as other, related health information tools, making it a truly portable and remarkably useful record.

**STRATEGIES AT WORK**

Employee health insurance coverage is a vital benefit for employers who want to attract and retain high-quality workers. A study conducted by the nonpartisan Employee Benefit Research Institute shows that workers rate health insurance the most important benefit they receive by a margin of more than 5 to 1. When asked whether they would rather have $6,200 in employer-provided health insurance coverage or an additional $6,200 in pay, 76 percent of the respondents said they would prefer the health insurance coverage.

The same study found that employers that do not offer health insurance may have difficulty attracting and retaining skilled workers. These facts make health insurance coverage an important recruitment and retention tool.

Another benefit for employees and employers alike is improved overall health due to the access to wellness and preventive care that health insurance can provide. The advantages to individual employees of staying healthy are obvious: better health means fewer doctor visits, lower out-of-pocket expenditures for healthcare and in general an improved quality of life.

For employers, having healthy workers is likely to translate into lower healthcare costs. It also may mean higher productivity levels. Providing their workers with ready access to checkups, screenings and preventive care can help employers reduce the cost of absenteeism. Similarly, having a workforce that is regularly getting checkups and treating their health issues before they reach emergency status limits disability and workers’ compensation claims for their employers.

*Employee Benefit Research Institute and Mathew Greenwald & Associates, Inc., 2004 Health Confidence Survey*
The problem is that the cost of providing health insurance has risen in some cases beyond employers’ ability to afford it. Several consecutive years of double-digit inflation in healthcare costs has led to increases in insurance premiums, forcing some employers — especially small businesses — to reduce their levels of coverage or eliminate it altogether.

**Helping you to help your employees**

Blue Cross and Blue Shield of Louisiana has developed consumer-directed health strategies that assist business owners in shifting more of the responsibility for healthcare to employees through cost-sharing and individual purchasing choices. But consumer-directed care doesn’t mean just shifting premium costs to employees. It means putting employees at the center of their healthcare decisions.

The goal is to make employees more aware of their healthcare benefits, help them become more involved with their care decisions and offer educational tools that help them make better decisions concerning their healthcare.

Blue Cross has developed a range of strategies to offer the right level of cost control and employee involvement for your company. See the **Power of You** Section of this brochure to read more about consumer-directed health plans (CDHP) and about BlueSaver, the popular CDHP plan from Blue Cross.
Blue Cross and Blue Shield of Louisiana continually invests in technology, tools and training for better service both internally and externally.

- Internally – to make our internal processes more efficient and effective
- Externally – to give you, our members, more high-tech resources for managing your own or your employees’ care.
Our Goal: Exceptional Service

Manage your account online with AccessBlue

Online health and wellness educational tools

Healthcare Advisor

Coverage Advisor

Healthcare Facts

Blue Health Record

Personal Health Record

Online Provider Directories

AccessBlue Employer Tools

Online account management

Large group reporting

Insightful solutions from the Cross and Shield

Dedicated to serve you better

Producer Tools Through AccessBlue

Provider Tools Through iLinkBlue
Our goal: Exceptional Service to Customers, Employers, Providers and Producers

The cornerstone of our member communication and service is the Blue Cross and Blue Shield of Louisiana website at www.bcbsla.com. The site offers comprehensive information on health, healthcare, health insurance and specific Blue Cross policies and programs for every visitor.

Information on all of these tools and more can be found by clicking the Answer Button at www.bcbsla.com. The Answer Button takes you to a portfolio of useful self-service tools for managing your account or researching medical conditions.

Manage your account online with AccessBlue

Our customers want more ways to manage their health information. That’s why we created AccessBlue—a password-protected place on our website that allows members to view account information 24 hours a day, seven days a week.

Where can AccessBlue take you?

Customer Tools

I’m here to:

- Pay my bill
  Payment offers a convenient way to pay your bill online using your bank account or credit card.
  FAQs (pdf) User Guide (pdf)

- Review claims
  Members age 18 and older have restricted access to view their personal claims information. The primary cardholder can view their dependents’ claims information for members under age 18.

- Visit Healthcare Advisor®
  This unique tool features clear, accurate information about health conditions and procedures, plus tools and resources to help you take an active role in your health. Take a tour of Healthcare Advisor and discover what it can do for you!

- Compare Louisiana hospitals
  Healthcare Facts® is an easy-to-understand consumer information tool that supports shopping for the best fit, best price and best value in hospital choices. Featured information comes from the hospitals themselves, with Blue Cross providing price comparisons based on how much we and our HMO customers paid the hospital for HMO inpatient [overnight] care from July 1, 2004 through June 30, 2005.

Update your own account information through AccessBlue.
It’s quick and easy to register. Registered members may go to www.bcbsla.com to:

- check the status of and get details on recent claims
- review claims history for the last two years
- change an address
- order a replacement ID card or benefits booklet
- add or delete a dependent
- and much more!

**Online health and wellness educational tools**

Blue Cross and Blue Shield of Louisiana provides online health management tools that customers can use to view treatment options and cost estimates for a variety of health conditions. They can also research and compare hospitals in their area and compare our coverage plans.

Healthcare decision support tools go hand-in-hand with our mission of improving the lives of Louisianians by providing health guidance and affordable access to quality care. When consumers have more information, they can make more informed choices and use their healthcare benefits wisely.

**HEALTHCARE ADVISORSM**

Healthcare Advisor is available to Blue Cross customers through AccessBlue and helps your employees:

- **Learn about their health** – view clear, accurate information about more than 150 health conditions and medical procedures.
- **Estimate the cost of services** – see cost estimates for services typically performed for many health conditions.
- **Choose a hospital** – find the hospital that fits what is most important to the customer, whether it’s experience, reputation or results of care.
- **Find tools and resources** – use a wide range of tools to take an active role in their health.

* Only primary policyholders can update account information or request materials. Members under an employer-sponsored plan cannot access this service unless the employer has elected to participate.

** Healthcare Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers. **
**COVERAGE ADVISOR℠**

Coverage Advisor makes it easy to plan ahead for healthcare costs and make smart coverage choices. Members can:

- **Create customized family health profiles.** A few simple steps allow members to create a temporary family health profile.
- **Estimate the services they’ll need.** Once a profile is created, Coverage Advisor estimates a family’s healthcare needs for the coming year—doctor visits, prescriptions and more.
- **Estimate the costs.** Coverage Advisor offers a range of costs for each service, based on data from more than 50 million people nationwide.
- **Estimate out-of-pocket expenses.** Members can compare their anticipated out-of-pocket expenses under different benefit plans and review the impact of funding a health savings account.

**HEALTHCARE FACTS**

It’s like a nutrition label, only for hospitals. That’s the basic tagline for a website called **Healthcare Facts** that Blue Cross offers our members at [www.HealthcareFacts.org](http://www.HealthcareFacts.org).

Healthcare Facts is an easy-to-understand online information tool that supports "comparison shopping" for the best fit, best price and best value in hospital choices. Healthcare Facts provides the facts about a hospital’s safety and programs, accessibility and convenience of services, and the variety of healthcare services offered—all on a one-page summary.

**Read the label. Get the facts.**

The Healthcare Facts label looks much like the widely used Nutrition Facts label that you’ve seen many times on cans of soup and cereal boxes. Using this familiar format helps healthcare information feel less intimidating, more understandable and easier to use. The design of Healthcare Facts was based on extensive consumer research, involving more than 60 consumer feedback groups.

* Coverage Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.

** Healthcare Facts, owned by ConsumerAware, provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
Get the facts — and feel better about your healthcare.

Healthcare Facts is useful in a variety of situations. Some consumers use it to help choose a hospital when they have a planned event for hospital services, such as childbirth or elective surgery. Other consumers use it to learn more about hospital options if they are new to a community or would simply like to know more about the hospitals in their area.

**BLUE HEALTH RECORD**

Most Blue Cross members registered with AccessBlue can create, review and print out a claims-based health record that provides a quick overview of "episodes of care" — personal health conditions combined with treatments associated with these conditions, such as doctor’s office visits, lab work and prescriptions filled.

This Blue Health Record is based on information provided by physicians, labs, pharmacies and hospitals that have submitted claims to Blue Cross and Blue Shield of Louisiana or HMO Louisiana over the past three years (current year and previous two years).

The information is available in a report format that can be printed for your personal use. The summary is sorted by condition and includes office visits, prescription drugs, description of the service given (including tests), the service date, provider name and provider specialty. The Blue Health Record can be an invaluable tool in a number of situations, such as seeing a new doctor for the first time, moving to a new community where the patient has to see all new providers, or in the event of a disaster that causes the loss of personal records.

**PERSONAL HEALTH RECORD**

Most Blue Cross customers also have free access to our personal health record (PHR) service, which allows them to store and organize important health information in a secure, password-protected online record.

The PHR has many of the same benefits as the Blue Health Record and more, since customers can manually enter more information — ranging from essential health history and current treatments to personal health habits.

Unlike many competing PHRs, the record belongs to the customer and remains accessible even if he or she changes insurance carriers.
ONLINE PROVIDER DIRECTORIES
Updated every single day is the company’s online provider directory, which allows members to find current providers in their areas. Members can:

• Search our various networks by parish and specialty
• Find board certification information and hospital affiliations
• View and print a handy map to the doctor’s office
• Search for providers who speak languages other than English
• Customize the search by entering a ZIP code
• Create a printable version of the customized directory

ACCESSBLUE EMPLOYER TOOLS
Blue Cross strives daily to improve our processes and to invest in technology and services that make doing business with us easier for group customers. We’ve developed and are constantly refining and upgrading a broad range of employer tools for managing account information, keeping employee data current and analyzing cost and quality data.

Online account management
AccessBlue provides employers with a range of online tools developed especially for their needs. Employers may choose a standard option, featuring electronic submission of applications, or an enhanced option, which allows them to:

• Enter and track the status of applications
• Order replacement ID cards
• Cancel coverage for terminating employees
• Manage employee change requests online
• Access the Account Insight web-based reporting tool (100+ groups only)
Large group reporting

Healthcare costs continue to rise at double-digit rates every year. So providing affordable health benefits to employees is more challenging than ever. Employers need tools to make informed decisions and answer questions like:

- Why are claims costs increasing?
- What trends can I expect in the future?
- What benefit changes should I consider?
- Where can I find information about medical costs and treatments?

Insightful solutions from the Cross and Shield

At Blue Cross and Blue Shield of Louisiana, healthcare financing is our business, and we’re making it our business to offset rising costs and give our customers the tools they need to manage their health benefits and financing. **Account Insight** is an insightful informational tool for group customers with 100 or more covered lives. It is a web-based tool that demonstrates Blue Cross’ commitment to providing a set of analytical tools to assist in the examination of cost drivers, trends and opportunities for clients’ healthcare financing and benefit needs now and into the future.

The tool contains a Master Report List, which addresses reporting needs related to claims utilization, enrollment and pharmacy and illustrates:

- Insight into enrollment and claims activity
- Insight for comparison of utilization with prior years and against comparative data on other group risk pools
- Insight into prescription drug utilization, in total and by brand vs. generic and retail vs. mail-order
- Insight into facility, professional and prescription drug utilization by provider, service type and volume rankings
Because it’s a web-based informational tool, Account Insight features:

- **Flexibility** — allows you to specify the appropriate timeframe and to establish group segments of your choice
- **Functionality** — allows you to print or publish a particular report or the entire Master Report List in various formats, including Microsoft Excel and Adobe Acrobat (PDF)

**Dedicated unit to serve you better**

We have dedicated a Large Account Management Unit to manage Account Insight resources and serve our clients.

- This dedicated team of professionals can assist our large group clients, consultants and producers with insightful information for focused management of healthcare benefits.
- We can provide our customers with meaningful dialogue from industry experts, along with the Blue Cross perspective on Account Insight reports.

**PRODUCER TOOLS THROUGH ACCESSBLUE**

More than 1,500 producers use our online tools reached through AccessBlue on our website. These tools allow producers to work faster and more efficiently and to get information and updates immediately, even while they’re on the road.

Many of the most commonly used forms that producers need to do business with Blue Cross are available online and/or via download within AccessBlue. The portal also gives producers a way to contact our Producer Services Department for personal assistance when they need it.
A similar portal for providers called iLinkBlue securely connects more than 480 medical facilities and 12,300 medical professionals statewide with Blue Cross’ subscriber and claims data. More than 88 percent of all claims received and 84 percent of all provider inquiries are electronic, allowing for fast and efficient claims processing and payment. Through iLinkBlue, physicians have fast access to their patients’ claims-based health histories—a three-year snapshot of care that helps a doctor get a fuller picture of a new patient’s medical history and current needs.

In addition, iLinkBlue allows providers instant online access to their fee schedules. Blue Cross and Blue Shield of Louisiana is one of the few companies to offer such access, which saves provider office staff valuable time in looking up allowable charges for the services they offer.

Online fee schedules also help providers minimize overpayments when refunding members and ensure that they have the most accurate, up-to-date information to reconcile their accounts. This tool is especially useful for providers whose patients are enrolled under BlueSaver, as the patient can find out exactly how much he or she is spending for a visit before leaving the office.
Wellness

& Health

Remember the old adage that an ounce of prevention is worth a pound of cure? With the cost of medical care rising each year, these words hold true today more than ever before. At Blue Cross and Blue Shield of Louisiana, we view wellness as a way of life. And we believe that keeping our members healthy today means healthcare savings tomorrow.

But beyond the dollar savings are the priceless rewards our members — both individual policyholders and business owners trying to give their employees the best possible benefits — reap from living a higher quality of life. Taking measures to educate our members on prevention and wellness is a top priority at Blue Cross. We take a proactive approach to members’ health to keep wellness within reach.
HEALTH & WELLNESS

1 Keeping You Informed
  Providing wellness benefits
  Reminder notices
  Member newsletters
2 Comprehensive Health Information
3 WalkingWorks
4 Fighting Childhood Obesity
5 The Louisiana 2 Step
6 Educational Programs and Resources
6 Discount Programs
KEEPING YOU INFORMED WITH WELLNESS INFORMATION AND HEALTH GUIDANCE

At Blue Cross, it’s our mission to provide Louisianians with health guidance in order to help improve their lives. We believe that informed customers are healthier customers. The more you know about prevention, the more you can make wise choices that have a positive affect on your health.

Providing wellness benefits

As part of our commitment to wellness, Blue Cross endorses a number of age-appropriate preventive and wellness care benefits for our members. Defined Preventive Guidelines, recommended by physician advisory boards and based on national standards, are included in the Provider Manual for BCBSLA network physicians, and both providers and customers can see the latest guidelines on our website at www.bcbsla.com.

Some of these benefits include:

• routine physical exams
• digital rectal exams and routine hemoccult (colon) tests
• prostate-specific antigen (PSA) tests
• routine gynecological exams and Pap smears
• routine pediatric exams
• immunizations
• routine mammograms

Important: Check your contract benefits structure for applicable services. Copayments and deductibles may apply.
Reminder notices
Louisiana ranks high in the prevalence of diabetes, cancer and other chronic illnesses. Yet there are measures available to our members that can help prevent or minimize the effects of these illnesses. Our Medical Management team plays a special role in prevention by mailing notices or making reminder phone calls to targeted members, reminding them to:
• make sure their children’s immunizations are up to date
• get their annual mammogram and Pap smear (women) or prostate cancer screening (men)
• get their age-appropriate colorectal cancer screenings
• get their annual ADA-recommended diabetes measures

Member newsletters
Both individual and group members are mailed our printed newsletters packed with information on prevention of illness, seasonal health issues, nutrition and fitness tips and benefit updates. Members receive valuable information on a timely basis to help them keep current on health trends and industry developments.

Similar information is available to employer groups for employee distribution by way of free e-mail bulletins sent to a designated group contact who can then distribute them to employees. These e-newsletters include information on a variety of health topics, including worksite wellness and prevention of illness. Group leaders can sign up any time for a free subscription at www.bcbsla.com.

**COMPREHENSIVE HEALTH INFORMATION AT THE CLICK OF A MOUSE**
When members log on to www.bcbsla.com, they open a world of comprehensive, up-to-date information on health and wellness. Browsing our site leads visitors to information, interactive tools, downloadable guidelines and outside links all designed to put your health first. And all of this information is easily accessible by clicking one easy Answer Button.

• **Healthcare Advisor**, accessible to members through AccessBlue, provides a complete medical encyclopedia as well as detailed, personalized information on common health conditions, estimated treatment costs, questions to ask your doctor and much more.

* Healthcare Advisor is powered by Subima, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
• **Coverage Advisor** lets any website visitor compare coverage plans and select the one that best fits their cost and benefits needs.

• **Healthcare Facts** is a free and easy-to-use online resource for conducting research on Louisiana hospitals. Linked from www.bcbsla.com or reached at www.HealthcareFacts.org, the site offers cost, quality and safety information on most of the largest hospitals in Louisiana — provided by the hospitals themselves and analyzed by Blue Cross. All of this information is presented in a familiar format that resembles the Nutrition Facts labels on food packaging.

• Our online provider directories are updated nightly with the very latest information on in-network doctors and hospitals near you.

• Also available online is our prescription drug formulary, which helps you identify cost-effective medication options to discuss with your doctor.

**WALKINGWORKS**

Blue Cross and Blue Shield of Louisiana participates in WalkingWorks, a nationwide effort to promote more active lifestyles by encouraging participants to add more steps to their daily routines. The company has more than 600 employee participants in WalkingWorks and offers the program to select group customers, as well as to any individual via our website at www.bcbsla.com. Visitors who sign the WalkingWorks pledge to set a personal goal and stick to it for at least six weeks receive a free walking log and the opportunity to purchase a low-cost Cross and Shield pedometer.

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* Coverage Advisor is powered by Subimo, LLC, an independent company that provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.

** Healthcare Facts, owned by ConsumerAware, provides healthcare information to Blue Cross and Blue Shield of Louisiana customers.
Through our affiliation with the national Blue Cross and Blue Shield Association, we also provide a free online tracking tool for WalkingWorks participants to record their daily steps or other physical activity.

**FIGHTING CHILDHOOD OBESITY**

With one out of every three school-aged children in Louisiana diagnosed as overweight, it’s clear that our kids need to be educated on healthy eating and the benefits of physical activity – just like many adults do!

That’s why Blue Cross joined the LSU AgCenter to create **Smart Bodies**, a five-year, statewide program to conduct research on, prevent and combat childhood obesity. The Blue Cross and Blue Shield of Louisiana Foundation* has funded the Smart Bodies program to be able to reach at least 50 schools per year with its three components:

- **The Louisiana Body Walk**, a 35-foot-by-45-foot walk-through exhibit representing the human body;
- **The OrganWise Guys**, fun characters used throughout the Body Walk and in the classroom to help young children understand physiology and health behaviors; and
- **Take 10!**, a series of classroom-based, grade-specific educational tools that encourage short bouts of physical activity integrated with academic lessons.

Visit [www.SmartBodies.org](http://www.smarbodies.org) to learn more about the program and how parents and educators can request a Smart Bodies visit to their school.

* The Blue Cross and Blue Shield of Louisiana Foundation is an independent licensee of the Blue Cross and Blue Shield Association.
THE LOUISIANA 2 STEP

Louisiana ranks 4th in the nation in adult obesity, 1st in the prevalence of diabetes and dead last on the list of healthiest states. These are some of the reasons why Blue Cross reached out to the Pennington Biomedical Research Center for help in creating a statewide public health education campaign to encourage all Louisianians to eat right and move more.

The result was the Louisiana 2 Step, launched in January 2007 with the simple message that adding these two simple steps to one’s daily routine can help improve overall health. Motivating Louisianians to make smarter lifestyle choices will help combat the serious illnesses like diabetes, heart disease, hypertension, arthritis and some types of cancer that are exacerbated by obesity and lack of exercise.

For more information on the Louisiana 2 Step campaign, visit www.Louisiana2Step.com.
EDUCATIONAL PROGRAMS AND RESOURCES

Blue Cross and Blue Shield of Louisiana’s Health & Quality Management (HQM) Department conducts health promotion activities to empower members to strive for and/or maintain good health. These activities are designed to foster lifestyle changes and are intended to prevent illness and promote more optimum health.

For example, the HQM staff has compiled a list of fee-for-service vendors available to employers that wish to offer health screenings as an onsite service to their employees.

To further promote wellness, the HQM staff has available informational flyers and brochures on various conditions and treatments upon request for distribution by group leaders.

DISCOUNT PROGRAMS

Blue Cross members have access to special hearing and vision discount networks. Members and their dependents receive significant savings on hearing and vision services when they present their ID cards to these providers. Since this is a discount program, no services are eligible for contract benefits.

Certain members with individual Blue Cross policies who do not have dental plans may sign up for our Discount Dental Plan, which brings discounted fees for services through a special dental network. Again, this is not an insurance policy, but a program providing discounts on certain dental fees.

We also offer a value-added prescription drug discount service called Express Access to members with our Blue Value plan. The Express Access Prescription Drug program grants access to savings on prescriptions that are filled at a participating retail or mail-order pharmacy.

This is not a covered benefit, so there is no added cost to the policyholder. But eligible members will save on brand-name and generic drugs, and they save even more when they take advantage of the easy and convenient mail-order service.
At our company, Louisiana is more than just where we do business. It’s our home, and we are active partners in finding ways to improve the health and safety of local communities. Blue Cross has an active community relations program through the Blue Cross and Blue Shield of Louisiana Foundation.

You are never more than 81 miles away from a Blue Cross local office.
OUR HOME, LOUISIANA

1 A Partner in the Community
1 Regional offices
1 Economic benefit
2 Team Blue
2 The Blue Cross and Blue Shield of Louisiana Foundation
2 Smart Bodies
3 Angel Award®
4 The Louisiana 2 Step
6 Here For You — Here For Louisiana
A PARTNER IN THE COMMUNITY

Blue Cross has an active community relations program that’s working in local areas statewide—giving back to the people and places that have helped make our company successful.

Regional offices

With eight regional offices statewide, we have a presence in every major Louisiana city: Alexandria, Baton Rouge, Houma, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport. In fact, no matter where you are in the state, you’re never more than 81 miles from a Blue Cross office! Our regional office staff offer personal, face-to-face service to customers and are active volunteers in their communities.

Economic benefit

Blue Cross and our subsidiaries paid $9 million in taxes in 2006 and returned $2.54 billion to the Louisiana economy by way of claims paid on both insured and self-insured business. We employ more than 1,600 employees throughout the state, and we support local print media, radio and television with our advertising. The Blue Cross and Blue Shield of Louisiana Foundation has provided philanthropic support to more than 200 local organizations statewide, and our regional offices provide additional financial support as well as volunteers for local groups.

Team Blue

Our employees believe in our mission to help our state and its children. That’s why we formed Team Blue, our corps of employee volunteers who participate in community events and efforts statewide. The Cross and Shield is represented by committed Team Blue volunteers who participate in non-profit and community outreach projects.

Team Blue helps make Louisiana a better place to live for everyone.
THE BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION*

The Blue Cross and Blue Shield of Louisiana Foundation is a not-for-profit private foundation focused on improving the wellness and well-being of Louisianians through contributions to Louisiana-based 501(c)(3) organizations to sponsor health- and education-related programs.

The foundation currently has two signature programs: **Smart Bodies** and the **Angel Award**.

**Smart Bodies**
Launched in 2005, Smart Bodies brings together the largest domestic health insurer in Louisiana with the state’s largest university system in a private-public partnership working to prevent childhood obesity. Smart Bodies is a five-year joint effort by the Blue Cross Foundation and the LSU AgCenter, a statewide research extension program in the Louisiana State University System.

The innovative three-part program integrates classroom activities with hands-on learning to teach children how to build strong bodies and develop active minds. Parents, teachers and anyone looking for more information are encouraged to visit the Smart Bodies website at [www.SmartBodies.org](http://www.SmartBodies.org).

*The Blue Cross and Blue Shield of Louisiana Foundation is an independent licensee of the Blue Cross and Blue Shield Association.*
Angel Award
To Blue Cross, an angel is an extraordinary individual who donates his or her time and talent to help Louisiana children. These are the people the Foundation honors through the Angel Award program.

The Angel Award is a statewide recognition program that awards grants to charities selected by the winners to further their efforts to improve the quality of life for our state’s children. More than 1,000 outstanding Louisianians have been nominated for the Angel Award since the program’s inception in 1995. To find out who the angels are in your community, visit the Angel Award section of our website at www.bcbsla.com.

Nominations open every spring for that year’s Angel Award. Past winners have come from all walks of life and ranged in age from 17 to 93. What they all had in common was their unselfish contribution of time and energy to improve the welfare of the children in their communities.

You may nominate someone for work performed through organizations or individual effort. Their volunteer work should have been performed in the state of Louisiana, with Louisiana children as the primary beneficiaries. The volunteer effort can be focused on enhancing any aspect of a child’s life, including physical, emotional or creative, and it should come under the broad categories of health or education.

Since its creation in 1995, the Angel Award program has helped to identify and honor more than 103 outstanding individuals and given more than $720,000 to charities on behalf of the finalists and overall winners.

Approximately 100 angels are nominated each year by family members, friends, coworkers or others who have seen their good works and wants to honor them. Anyone may nominate a person who has given outstanding volunteer service on behalf of Louisiana youth. A nomination form and full criteria are available on our website at www.bcbsla.com.
THE LOUISIANA 2 STEP

The most recent addition to Blue Cross’s broad range of community service efforts is the Louisiana 2 Step, a statewide public health initiative launched in January 2007 in partnership with the Pennington Biomedical Research Center.

The Louisiana 2 Step campaign uses advertising and public relations messages to encourage Louisianians to “Do the 2” – that is, eat right and move more. Taking these two simple daily steps would help address the serious problem of overweight and obesity in Louisiana that has raised our rates of diabetes, heart disease and other cardiovascular problems, arthritis and some types of cancer.

As the health benefits provider for one out of every four people in the state, Blue Cross is committed to helping educate and motivate Louisianians on making healthier lifestyle choices. Pennington Biomedical Research Center is a world-class research facility headquartered in Baton Rouge that focuses on research into nutrition, the effects of diet on chronic illness, physical activity, obesity and related issues.

The Louisiana 2 Step campaign encourages anyone over the age of 13 to visit the fun and interactive website, sign up and make a personal commitment to Do the 2. Anyone interested in more information should visit www.Louisiana2Step.com.
Bringing the 2 Step to employees

Employers are in a unique position to offer resources to employees that may improve their health and quality of life and prevent the chronic health problems associated with obesity. Research shows that maintaining a healthy weight can also boost energy and reduce sick days.

When your employees eat right and move more, they are making small, everyday changes that can make a big impact on overall health. That’s why Blue Cross has developed a 2 Step Team Toolkit featuring a CD with everything you need to bring the Louisiana 2 Step to your employees. From sign-up instructions to workplace posters and employee newsletter articles, you’ll have the materials to inspire your employees to Do the 2!

More resources for employers

Blue Cross and Blue Shield of Louisiana also offers a comprehensive employer toolkit that combines Louisiana 2 Step materials with information on WalkingWorks, healthcare cost education and workplace diversity. This toolkit is meant to be a turnkey solution for employers, featuring a CD of program materials in Microsoft Word and Acrobat PDF formats that can be printed out at your office location.

To request copies of either toolkit, contact your local Blue Cross regional office.
HERE FOR YOU — HERE FOR LOUISIANA

Our company is totally Louisiana-owned and—operated. The members of our board of directors are all Louisiana residents, as are the more than 1,600 employees working in our Baton Rouge headquarters and our eight district offices statewide. As a mutual company, we are owned by our policyholders.

Blue Cross and Blue Shield of Louisiana has been committed to Louisiana since 1934, and we are here to stay. Contact your producer or the regional Blue Cross office nearest you to discuss how we can serve your company.

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