



## Health Care Reform Updates

### Essential Benefits

Recently Regence communicated to you about our recent policy changes regarding annual dollar limit removals on essential benefits. We would like to inform you that information about this change in Regence contracts is being mailed to Regence Individual members and Group Administrators within the next 7-10 business days.

In the event that you receive inquiries, or have additional questions, we have included a copy of the letters being mailed. We would also like to invite you to visit our “Frequently Asked Questions” document on [Regence.com](http://Regence.com).

Thank you for your ongoing support. If you have any questions, please contact your local Regence Sales or Account Executive.

### Retroactive Cancellation Requirements

Please review the December 30, 2010 [Agent Insight](#) regarding the Retroactive Cancellation Requirements due to reform.



# Regence

Regence BlueShield of Idaho is an Independent Licensee  
of the Blue Cross and Blue Shield Association (BLSA)

1602 21st Avenue  
P.O. Box 1106  
Lewiston, ID 83501-1106

Dear Regence Member,

At Regence we understand that you have several options when selecting an insurance carrier, and we appreciate your membership. As you know, there have been a number of changes in state and federal health care regulations recently, and Regence is working to make all transitions as smooth as possible.

We would like to notify you of a change that will impact your new or recently renewed policy beginning September 23, 2010. Due to the new health care reform law, Regence has removed all annual dollar limits on specific covered services that are considered “essential health benefits.”

### **What are “Essential Benefits?”**

The health reform statute is very broad in defining essential benefits, and specific clarification on this component of the legislation is not anticipated from the U.S. Department of Health and Human Services (HHS) until late in 2011; therefore, Regence has decided to treat all benefits offered by Regence as “essential,” except dental services and vision.

### **Annual Dollar Limits Removed on Essential Benefits**

Regence removed annual dollar limits on specific essential benefits. To help stabilize any rate impact created by the removal of dollar limits, there is a \$2 million combined annual maximum benefit for all essential benefits and, on plans where it is feasible, we have changed some dollar limits to days or visits or increased the prescription medications deductible on some plans.

Information about your new contract is included with this notice, and reflects the change in benefits. A small number of Regence claims have been impacted by this change. Regence is working to reprocess them at this time.

### **Questions?**

We understand you may have questions regarding this provision, and we invite you to visit the Frequently Asked Questions document on this issue on Regence.com at [www.regence.com/annual-limit](http://www.regence.com/annual-limit). However, please do not hesitate to contact your agent/producer or Regence Customer Service Representative at 888-367-2117 for more information.

Thank you for being a Regence member. We are here to serve you, and will continue to keep you updated on this issue.

Sincerely,

Joanne S. Gholston  
Vice President, Customer Service



# Regence

Regence BlueShield of Idaho is an Independent  
Licensee of the Blue Cross and Blue Shield Association

1602 21<sup>st</sup> Ave  
PO Box 1106  
Lewiston, ID 83501-1106

January 25, 2010

Dear Group Administrator,

At Regence we understand that you have several options when selecting an insurance carrier, and we appreciate your business. As you know, there have been a number of changes in state and federal health care regulations recently, and we hope to make all transitions as smooth as possible.

We are writing to notify you of a change that will impact your policies beginning on the date your contract became effective or was renewed after September 23, 2010. Due to the new health care reform law, Regence has removed all annual dollar limits on specific covered services that are considered “essential health benefits.”

### **What are “Essential Benefits?”**

The health reform statute is very broad in defining essential benefits, and specific clarification on this component of the legislation is not anticipated from the U.S. Department of Health and Human Services until late in 2011; therefore, Regence has decided to treat all benefits offered by Regence as “essential,” except dental services and vision.

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### **Small Number of Claims Impacted**

A small number of Regence claims have been impacted by this change. Regence is working to reprocess them at this time.

### **Contract Change**

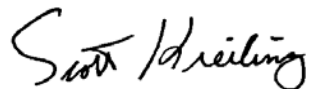
Enclosed is an updated endorsement reflecting the changes. Please share this information with your employees. Shortly, they will be able to view the changes by visiting [www.myRegence.com](http://www.myRegence.com) and clicking on “My Navigator,” then “Benefits.”

## Questions?

We understand you may have questions regarding this change in policy. Many of these questions are answered in the Frequently Asked Questions document on Regence.com at [www.regence.com/annual-limit](http://www.regence.com/annual-limit). However, please do not hesitate to contact your Regence Sales Representative or your agent/producer for clarification as well.

Thank you for reviewing this information. We are here to serve you, and will continue to keep you updated on this issue.

Sincerely,

A handwritten signature in black ink that reads "Scott Kreiling". The signature is written in a cursive style with a large initial "S".

Scott Kreiling  
President  
Regence BlueShield of Idaho

## ENDORSEMENT TO YOUR INDIVIDUAL POLICY

This Endorsement makes certain changes to Your Regence Evolve Core<sup>SM</sup>; Plus<sup>SM</sup>; HSA<sup>SM</sup>; or HSA 100<sup>SM</sup> Policy effective **September 23, 2010**, or the date on which Your Policy becomes effective or renews with Us, whichever is later.

Regence BlueShield of Idaho agrees to provide Insureds the following benefits in accordance with and subject to the provisions, terms, conditions, limitations and exclusions set forth in this Endorsement and the Policy to which this Endorsement is attached. If there is any inconsistency between this Endorsement and the Policy, the terms of this Endorsement will prevail.

To accomplish the above, the following changes are made to Your Policy:

### **ANNUAL MAXIMUM BENEFIT LIMIT**

A \$2,000,000 annual Maximum Benefit limit has been added for all benefits, except for dental or vision care, if included in Your Policy.

### **MAXIMUM BENEFIT LIMIT REMOVAL**

All **dollar** Maximum Benefit limits have been removed, except for dental or vision care, if included in Your Policy, or as otherwise revised to a visit/day Maximum Benefit, as specified below.

Exception for the Evolve Core and Plus Policies only: The dollar Maximum Benefit limit for Upfront Benefits for Outpatient Laboratory and Radiology Services shall be retained.

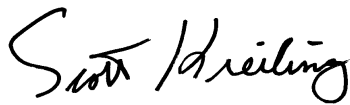
### **MAXIMUM BENEFIT LIMIT REVISION**

The existing dollar Maximum Benefit limit has been revised to a visit/day limit, per Insured per Calendar Year, for the following specified benefits:

- Complementary Care (affects the Evolve Plus Policy only):
  - 12 visits
- Home Health Care
  - 130 visits

All other terms and conditions of the Policy remain unchanged.

IN WITNESS WHEREOF, We, by Our duly authorized officer, have executed this Endorsement.



Scott D. Kreiling  
President  
Regence BlueShield of Idaho