

PRODUCER NEWS

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The Highmark Blue Shield ProducerNews is intended only for the 21-county Highmark Blue Shield service area.

Producer News (08-08E)

August 29, 2008

Highmark Medically Underwritten Rate and Benefit Adjustments Effective October 1, 2008

The Pennsylvania Insurance Department (PID) has approved a Highmark Blue Shield request for rate adjustments for medically underwritten products including DirectBlue and PPOBlue effective October 1, 2008. The requested rate adjustments are primarily the result of the increase in health care costs.

The updated rates will be available to quote via the Producer Portal on September 8. Copies of the revised rate sheets are attached for your reference. The revised rate sheets will be available to order via the Online Ordering System, by September 5, using the following inventory numbers:

23014 – PPOBlue High Deductible Health Plan
22468 – DirectBlue

In addition, the PID has approved the following benefit change for DirectBlue. Effective October 1, 2008, the plan deductible will no longer apply to the annual routine physical and mammogram. These preventive services will be paid at 90% with the deductible being waived.

Rate Adjustments Filed For Guaranteed Issue Products

Please note that Highmark has filed with the PID for rate adjustments for all of our guaranteed issue programs for an effective date of January 1, 2009. We will provide specific rate information when it becomes available.

Keep Files of All Medically Underwritten Applications

Remember that you are required to maintain copies (either paper or electronically scanned) of all medically underwritten applications that you submit electronically. Copies are necessary in order to keep a record of signatures on enrollment applications.