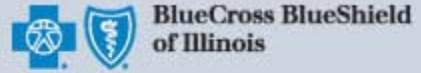
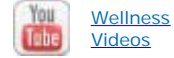


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January 2010

## ALL MARKETS

### **Fort Dearborn Life<sup>®</sup> Launches New Brand Name: Dearborn National<sup>™</sup>**

Fort Dearborn Life<sup>®</sup> has created a new brand name: Dearborn National<sup>™</sup>. The creation of the Dearborn National<sup>™</sup> brand is part of a strategic campaign to bring awareness to the company's growth, coast-to-coast distribution and ability to compete across multiple product categories by focusing on our customers' needs and providing meaningful solutions. Core values are summed up in the new tagline: **Strength. Independence. Solutions.**

[Read more.](#)

### **Reminder: BCBSIL Offers New Fitness Program to Support Members' Wellness Efforts**

Blue Cross and Blue Shield of Illinois is offering the Fitness Program as the newest value-added health and wellness option. The Fitness Program – available to Group Markets and most Individual Markets members – is an exclusive membership program that offers unlimited access to a nationwide network of fitness centers for a low monthly membership fee.

[Get the details.](#)

### **BCBSIL Closed Martin Luther King Day**

Please note that Blue Cross and Blue Shield of Illinois will be closed on Monday, Jan. 18 in observance of Martin Luther King Day.

## GROUP MARKETS

### **Metabolic Syndrome Program Now Available to Groups with Blue Care Connection<sup>®</sup>**

Metabolic syndrome is a cluster of conditions that place people at high risk for developing cardiovascular disease, diabetes and a host of other debilitating illnesses. Working-age individuals with metabolic syndrome have significantly higher medical costs compared to those without it. Blue Cross and Blue Shield of Illinois is committed to addressing this public health concern and helping employer groups with our new Metabolic Syndrome Program.

[See how this new program can help your client groups.](#)

### **Take Advantage of 2010 Worksite Wellness Webinars**

Encourage your group clients to better understand the value of implementing Worksite Wellness programs by participating in the monthly wellness webinars offered by Blue Cross and Blue Shield of Illinois.

*Producers are also welcome to participate.* These free, one-hour sessions are presented by Blue Cross and Blue Shield wellness specialists who provide tools that can be used to help improve employee productivity and well-being.

[Learn more.](#)

### **New Employee Applications Now Available (Applies to All Groups)**

New versions of the following employee applications are now available on Blue Access<sup>®</sup> for Producers:

- [General use application](#) (20005.1008)
- [Small group application](#) (20084.1008)

Use of the old versions (20005.0806 and 20084.0906) should be discontinued and will not be accepted after March 1, 2010.

### **Blue Access® for Employers Tip: How to Add an Alternate Administrator**

Did you know that your clients can have another employee perform many of the same functions as the Delegated Administrator in Blue Access for Employers?

[Find out how to add an Alternate Administrator.](#)

## **INDIVIDUAL MARKETS**

### **BCBSIL Individual Plans Can Help Keep Individuals Covered!**

#### ***Why Buy Blue?***

Blue Cross and Blue Shield of Illinois offers a unique range of health insurance plans that are available to individual adults, children and families. Each plan is backed by our stability and financial strength, rated A+ by A.M. Best Company, independent analyst of the insurance industry. Plus, there are several advantages for employees transitioning from an existing BCBSIL group plan to a BCBSIL individual health plan.

[See which plans are right for your clients.](#)

### **Important Updates and New Materials for Individual Markets Producers**

The new year has brought new Medicare Supplement rates; renewal packets; updated materials, resources and applications; and open enrollment for Dependent Age expansion.

[Get all the details.](#)

### **Reminders and Promotions**

*Don't forget:* Open enrollment for members to add dental insurance now ends Feb. 26; new Under 65 and Medicare Supplement applications are available; enhanced wellness benefits and 2010 HSA deductibles have been implemented; and *Sell More, Earn More* bonus program ends Jan. 31.

[Learn more.](#)

### **January-February Issue of *LifeTimes* Distributed**

The new issue of [LifeTimes](#), the bi-monthly health and wellness newsletter for Medicare Supplement and Part D prescription drug members, will be mailed later this month. Each issue features health and wellness articles, and includes book reviews, news briefs about medical research and a crossword puzzle.

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