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BlueCross BlueShield  
of Illinois

February 2010

## ALL MARKETS

### **BCBSIL Introducing New Advertising Campaign**

BCBSIL is introducing a new brand advertising campaign – including new television, radio, print and outdoor ads – throughout the first and second quarters of 2010.

[Read more and preview the ads.](#)

### **Network Update: Lake Forest Hospital Is Now a Subsidiary of Northwestern Memorial**

Lake Forest Hospital has been acquired by Northwestern Memorial Health System. For the time being, Northwestern Memorial Hospital and Northwestern Lake Forest Hospital will maintain separate agreements with Blue Cross and Blue Shield of Illinois.

[Learn more.](#)

### **New Be Smart. Be Well.® Topic Launches with Redesigned Site**

Visit [Be Smart. Be Well.](#) to find a sleek new look and information about health and wellness issues, such as [sexually transmitted disease \(STD\)](#), the latest topic.

[Find out more.](#)

### **Do We Have Your Correct Contact Information?**

If you have recently moved offices, added new agents, changed companies or have new contact information, please contact your BCBSIL representative to ensure we have your updated information. Or log into [Blue Access for Producers](#) and click on the User Profile to send new contact information online.

## GROUP MARKETS

### **Federal Government Issues Interim Final Regulation on Mental Health Parity and Addiction Equity Act of 2008**

The Departments of Health and Human Services, Labor and Treasury have issued significant new interim final regulations to implement the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008. Generally, group health plans and group health insurers must apply the same treatment and financial limits to medical/surgical benefits and to mental health/substance use disorder benefits.

[Get the details.](#)

### **Increasing Generic Utilization to Help Manage Pharmacy Spend**

Using generic drugs, when appropriate, can help both groups and employees save. Blue Cross and Blue Shield of Illinois offers a variety of tools that can help drive generic utilization.

[Explore the options.](#)

## INDIVIDUAL MARKETS

### **Update to Illustration Software**

The latest Illustration Software version is available at Blue Access® for Producers and now includes the latest non-bracketed Dental Outline of Coverage.

[Read more.](#)

### **BCBSIL Introduces Revamped Under 65 Producer Services Portal**

Blue Cross and Blue Shield of Illinois has launched a redesigned Producer Services Portal for Under 65 health plans that is easier to use and offers real-time updates.

[Get the details.](#)

### **Use the New BCBSIL Under 65 SelecTEMP® PPO Application**

If your clients are considering temporary, short-term health plan options, use the current SelecTEMP® PPO application ([form #31323.0808](#)). The older version of the SelecTEMP® PPO Application (form #30272.0905) has been retired and will not be accepted.

### **Medicare Supplement 2010 Rates Updated**

Blue Cross and Blue Shield of Illinois revised the 2010 Medicare Supplement rates. In December 2009, Medicare Supplement rate action letters were mailed to BCBSIL members, informing them that their 2010 Medicare Supplement policy rate updates would be effective Jan. 1, 2010.

[Read more.](#)

#### **Reminders:**

- [Use the New BCBSIL Under 65 Application](#)
- [Don't Miss the Open Enrollment Opportunity for Members to Add a Dental Insurance Plan – Extended until Feb. 26, 2010](#)



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