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### ALL MARKETS

#### **\* New Topic Added to BCBSIL's *Point of View* Series \***

The *Point of View* series summarizes our position on a number of key health care topics. The newest topic – [Addressing Metabolic Syndrome](#) – discusses this growing public health problem and our solution to reversing its negative health impact.

[Read more.](#)

#### **\* BCBSIL Adds New Fitness Program to Support Members' Wellness Efforts \***

Blue Cross and Blue Shield of Illinois is offering the Fitness Program as access to a healthier lifestyle. The Fitness Program 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.](#)

#### **\* Updates Coming to Blue Points<sup>SM</sup> Rewards Program \***

Blue Cross and Blue Shield of Illinois continues to improve the **Blue Points** rewards program, a part of the Blue Care Connection<sup>®</sup> suite of health and wellness programs. Members can earn Blue Points, which can be redeemed for reward items, for engaging in healthy activities.

[Learn more.](#)

### **\* Pharmacy Program Updates: 2010 Prescription Drug Program Changes \***

Several prescription drug program changes will become effective January 1, 2010 for Blue Cross and Blue Shield of Illinois' group and non-Medicare individual products.

[See the details.](#)

## **GROUP MARKETS**

### **\* Rx Program Updates: 2010 Prescription Drug Program Changes \***

To encourage safe, cost-effective medication use and help control pharmacy trends, BCBSIL is making some prescription drug benefit program changes effective upon renewal on or after January 1, 2010.

[Learn more.](#)

### **\* Reminder: Online Enrollment for Small Groups Now Available \***

With Small Group Online Enrollment, enrolling new business has never been easier. Producers, small employer groups (2-150) and members can complete their initial enrollment online via our secure Web site.

[Read about the advantages.](#)

### **\* BCBSIL Recognized for Asthma Program \***

The Blue Cross and Blue Shield Association, in collaboration with the Harvard Medical School Department of Health Care Policy, has recognized Blue Cross and Blue Shield of Illinois with a BlueWorks® award for the "Positive Impact of Asthma Action Plans."

[Read more.](#)

## **INDIVIDUAL MARKETS**

### **\* Introducing Enhanced Wellness Benefits and New Minimum Deductible with All BlueEdge<sup>SM</sup> Individual HSA Health Insurance Plans (Effective 01/01/2010) \***

BCBSIL is introducing enhanced Wellness benefits with the BlueEdge<sup>SM</sup> Individual HSA health plans. Also effective 01/01/2010, the Treasury Department and Internal Revenue Service have issued new guidance regarding Health Savings Accounts (HSAs) and HSA-compatible high deductible health insurance plans.

[Get the details.](#)

### **\* BCBSIL Introduces BlueCare® Dental PPO Rider for Individual and Family Products \***

Blue Cross and Blue Shield of Illinois is pleased to announce the new BlueCare Dental PPO rider for our individual and family product plans. The rider is an option offered to new and existing members with major medical Under 65 plans.

[Learn more.](#)

### **\* New Under 65 Application Available for Individual and Family Plans \***

Please use the new [Under 65 Combined Application](#) (form # 31315.1209) that includes the dental plan for all new prospect sales. This new combination application should be used to sign up new prospects who want dental coverage with their plan. The BlueEdge<sup>SM</sup> HSA is now on the same Under 65 application as the SelectBlue®, BlueValue® and other major medical plans.

### **\* New Under 65 SelecTEMP® PPO Application Also Available for Individual and Family Plans \***

A new [SelecTEMP PPO Application](#) is now available. You can find the new form at [Blue Access® for Producers](#) and the Online Sales Channel.

### **\* Updates on Producer Sales Material for Individual and Family Plans \***

Several changes are being made to producer sales materials.

[See the details.](#)

**Reminders:**

- [Sell More, Earn More Bonus Program Returns!](#)
- [Use the Current BCBSIL Medicare Supplement Form](#)

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