



Broker Bulletin

July 15th, 2011

Broker Services

1-888-819-2132
8:30am - 5:00pm
Monday - Friday
[E-Mail Broker Services](#)

Rochester, NY
Area:
[E-Mail Rochester & Buffalo Broker Services](#)

MVP Health Care- Account Management Restructure

As you know, the health care industry is rapidly changing. MVP Health Care continually seeks to improve our business processes and structure in order to stay competitive and position ourselves best serve our mutual customers.

After much analysis, Marketing and Sales leadership decided to reposition resources within the department to address MVP's opportunities for growth, and to increase our emphasis on the customer experience of our clients, members and brokers.

Some of the changes you might notice when working with our sales team:

Small group account management is being restructured to better service the "larger" small groups of 25 to 50 and streamline service to our small groups with less than 25 employees. Through this new structure, MVP can better focus on growth and retention with our larger small customers through more local, personalized service and proactive relationship management. This new structure will also allow us to provide quick, consistent and proactive service to our smaller customers.

Mary Grannan will be leading the account management team for New Hampshire and Vermont.

Matt Walkuski will continue to lead the account management team for the East and Hudson Valley region.

Nancy Arena will remain as the lead of account management for Central and Western NY.

Each region will have an assigned account representative dedicated to this group of customers.

West Region - Justin Chantra
East Region - Karen Blackwood
Vermont - Heather Blackman

**New Hampshire - Jen Abramson
Mid Hudson - Jillian Perry**

Groups of 1 - 24 will be managed by a centrally located, integrated small group team, lead by Barbara Leonard. This approach will provide more immediate service to groups along with a more proactive outreach to groups within this size range. Each customer will have a dedicated account representative but in addition, 9 account representatives ready to support these customers. You can continue to contact your assigned rep directly or you can opt to use our new general line at 1-888-687-9872. You will be connected directly to the unit where any team member will be able to assist you or the group immediately.

While all Directors are here to support our Brokers, we have moved the broker administration function into our Operations Department which is lead by Donna Hermann. Deb Link will continue to be your key point person for Broker Administration questions and concerns. She can be reached at 1-585-327-2247.