



## Broker Buzz

### March 2010

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#### **New Reinsurance (Stop Loss) Option**

MVP Health Care now has the added value of stop loss protection for its self-funded clients. MVP will offer this protection through HM Life Insurance Company and HM Life Insurance Company of New York.



For employers who self-insure their employee health benefits plan, stop loss insurance provides help to protect the employer's self-funded plan from unexpected high claims, subject to the limits of the policy.

Reinsurance is just one of many value points that MVP brings to employers would are interested in self-funded benefit plans. Also included in our self-funded product line:

**Population health management and wellness programs.**

## Broker Services

Rochester Area:  
[Email Rochester & Buffalo Broker Services](#)

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

MVP is a leader in population health management. Applying medical informatics to self-insured populations, we can identify plan participants who are at risk of high-cost conditions, such as cardiovascular disease and diabetes, and apply intervention techniques. We've determined that more than 50-percent of high-cost conditions can be controlled through our population health management techniques. When you self-insure your clients with MVP Health Care, you bring them our expertise in population health and wellness. These programs are optional and are available for employers who want them.

**Strong provider network.** MVP Select Care offers a proprietary, credentialed, multi-state network of more than 10,000 physicians combined with access to a nationwide network of health care professionals and facilities through our collaboration with CIGNA HealthCare.

**Wide range of products - one solution.** The MVP Health Care self-funded solution covers a full range of medical, dental, prescription drug, vision and flex spending products-in addition to a wide range of plan designs such as high deductible, PPO/EPO, our unique TriVantage plans and traditional HMOs - to provide your clients with a complete self-funded solution.

**Reputation.** MVP is a name employees know, and MVP has a reputation doctors and hospitals trust.

**Excellence in customer service.** MVP Health Care offers after hours service and online service - including new online tools that make it easy for plan participants to track their plan deductibles and HSA account information on one Web portal.

**Quality health care.** MVP Health Care offers nationally ranked and NCQA-certified health plans with rigorous provider quality controls in place.

**Medical expertise on staff.** MVP Health Care offers full-time physician Medical Directors supervising health care decisions.

**Superior claims administration.** MVP offers utilization

management, underwriting, actuarial and financial analysis.

**Negotiating clout.** MVP Health Care leverages the strength of MVP's 750,000+ members to get the highest quality services for its clients.

For more information on self-funding with MVP Health Care, please contact your Account Representative.

### **MVP Health Care is Compliant with Provisions of the HITECH Act**



The Health Information Technology for Economic and Clinical Health Act, or HITECH Act, was enacted recently as part of the American Recovery and Reinvestment Act of 2009. The HITECH Act

imposes significant new obligations on entities covered under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). These new requirements include new notification requirements when a covered entity has a security breach.

MVP Health Care has reviewed these new regulatory obligations and developed a compliance strategy that addresses the HITECH Act requirements. This strategy includes processes for identifying, evaluating and reporting breaches as required by the new law.

If you or your clients need additional information on the HITECH Act, here is a [link](#) to the Department of Health and Human Services Web site which includes a summary of the law.

### **MVP Health Care Presents Youth Lacrosse Clinic with Gary Gait**

**When:** Sunday, March 21, 2010 - 5 pm to 7 pm  
**Where:** CNY Family Sports Centre  
7201 Jones Road, Syracuse, NY



For directions and venue info visit  
[cnyfamilysportscentre.com](http://cnyfamilysportscentre.com).

The clinic is FREE and open to boys and girls of all ages who pre-register online. Lacrosse legend and current Syracuse University women's head coach, Gary Gait, will lead activities including:

- Skills Clinic
- Shooting Demo
- Questions & Answers
- Raffle Prize Drawing
- ...and more!

Protective head gear is required in order to participate in the clinic portion of the event. All boys MUST wear helmets and all girls MUST wear goggles.

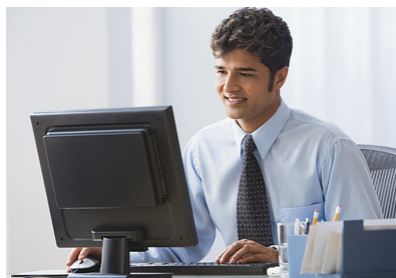
MVP Health Care's KidPower program aims at instilling healthy lifestyle choices in children using elite athletes such as legendary lacrosse star Gary Gait to connect with kids through the sports they love. To learn more, visit [www.mvpkidpower.com](http://www.mvpkidpower.com).

Register at [www.mvpkidpower.com](http://www.mvpkidpower.com). Space is limited so

register early! Parents are welcome to attend.

## **New Process to Document Broker of Record Letters**

In a continued effort to improve our level of service for you, effective immediately, we have implemented a new process for Broker of Record letters.



Please scan all future Broker of Record letters and email them directly to: [BrokerRelations@mvphealthcare.com](mailto:BrokerRelations@mvphealthcare.com)

By using this email address, your Broker of Record letters will be received directly by our Broker Administration department, who will send you a confirmation email within two business days from the receipt of your email. This email will contain the effective date of your Broker of Record letter and the Sales Representative associated with the group will be copied as well.

If you prefer to fax your Broker of Record letters, please fax them to the Broker Administration department at (585) 325-3478. You will receive an email confirming the receipt of your fax, containing the same information as stated above.

If you would rather mail the original Broker of Record letter to us, please mail them to:

Broker Administration Department  
MVP Health Care  
220 Alexander Street  
Rochester, NY 14607  
Attn: Deb Link

The MVP Broker Administration team will also be notifying you by email if there has been a change in your Broker of Record status for a group and your commission will be affected. The email will be sent within two business days of the change.

Account Managers will no longer be able to accept Broker of Record letters sent to them on your behalf.

Broker of Record letters are processed with an effective date of the first of the month following the date the Broker Administration Team receives them.

Please use this same contact for questions or concerns regarding commission payments or call our Broker Team at (585) 327-2247.

We appreciate your continued support and hope that these processes will improve the turn around time for notification and commissions. If you have any questions, please call Nancy Arena, Director of Account Management and Broker Administration, at (585) 327-2318.

## Regional Broker Meetings Scheduled



You are cordially invited to MVP Health Care's Regional Broker Meetings.

The agenda will include exciting 2010 updates on an array of products and wellness

enhancements that will stand up to future health care challenges. At this meeting, you'll learn more about regulatory topics as well as an overview of our innovative marketing plans.

We've scheduled meetings around the state for your convenience, so mark your calendar and **RSVP by May 3.**

To RSVP, please contact Carmela Pasquarella at (518) 388-2047 or [events@mvphealthcare.com](mailto:events@mvphealthcare.com).

**East Regional Broker Breakfast Meeting**  
Thursday, May 6, 2010

8:30am - 11:00am

The Saratoga Hilton Hotel  
534 Broadway  
Saratoga Springs, NY 12866  
(518) 584-4000

**Rochester Regional Broker Breakfast Meeting**

Thursday, May 13, 2010  
8:30am - 11:00am

Casa Larga Vineyards  
2287 Turk Hill Road  
Fairport, NY 14450  
(585) 223-4210

**Central New York Regional Broker Breakfast Meeting**

Friday, May 14, 2010  
8:30am - 11:00am

Genesee Grande Hotel  
1060 East Genesee Street  
Syracuse, NY 13210  
(315) 476-4212

**New Hampshire Regional Broker Breakfast Meeting**

Wednesday, May 19, 2010  
8:30am - 11:00am

SERESC Conference Center  
29 Commerce Drive  
Bedford, NH 03110  
(603) 206-6800

**Northern Vermont Regional Broker Breakfast Meeting**

Thursday, May 20, 2010  
8:30am - 11:00am

Windjammer Conference Center  
1076 Williston Road  
South Burlington, VT 05403  
(802) 846-0658

**Southern Vermont Regional Broker Breakfast Meeting**

Friday, May 21, 2010

8:30am - 11:00am

Putney Inn  
57 Putney Landing Road  
Putney, VT 05346  
(802) 387-5517

**Mid-Hudson Regional Broker Breakfast Meeting**

Tuesday, May 25, 2010  
8:30am - 11:00am

Poughkeepsie Grand Hotel  
40 Civic Center Plaza  
Poughkeepsie, NY 12601  
(845) 485-5300

To RSVP, please contact Carmela Pasquarella at  
(518) 388-2047 or [events@mvphealthcare.com](mailto:events@mvphealthcare.com).

**Commission Statements and Direct  
Deposit**

In January, MVP began our direct deposit option for commission payments.

If you signed up for direct deposit, please note that you will still receive your commission payment statements, by mail, as you always have.



We strongly encourage you to take advantage of this convenient option. If you have not elected direct deposit, please click [here](#) to download and complete the Direct Deposit Authorization Form so MVP may place your payment in the account of your choice.

Completed forms should be submitted to the address that appears at the bottom of the form. If you have any questions, please contact Josie Malinoski at (518) 388-2098.



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