

MGA Heads Up for July 1, 2009 IM Product Change Communications

- Online Quoting and Submission (*EASE*) will be updated on **May 16, 2009**.
- IM Proposal Software will be available for download on the Assurant Health Sales Web site on Monday, **May 18, 2009**, as well as in Supply on Friday, **May 22, 2009**.
- On **May 15, 2009**, you will receive PDFs of the **July 1, 2009 Product Change Communications**.

Below is a summary of rate information, product enhancements and updates included in the Product Change Communications. Effective dates are **July 1, 2009 and after** unless otherwise indicated.

Individual Medical News

Quote and Submit Health Access Online

Since the November launch, many agents have found that Assurant Affordable Health Access is the perfect solution for clients who want first-dollar benefits and copays, but can't afford the price tag, and also can't be on the hook for a high deductible that comes with lower premiums. Now, Health Access is even easier to sell because **you can submit your business online** using our secure agent website, www.assuranthealthsales.com. Plus, the Life Insurance Beneficiary Designation form and the Outline of Coverage forms are also available online.

As part of this improvement, all enrollment forms for Health Access plans B and C (except Texas) have been updated with revision dates of 3/2009. Please order new forms for your state from Supply and destroy any old forms. You should start using the new forms immediately. Old forms will not be accepted after July 1, 2009. Health Access plans are available in AL, AR, AZ, FL, IA, IL, IN, MI, MO, MS, OH, OK, PA, SC, TN, TX (B and C only), WI, WV and WY.

New Sales Opportunities

Assurant Health continues to look for markets with growth potential, improving brand awareness and pricing in support of your sales efforts. Check out the sales opportunities in these markets.

Georgia ZIP codes: 31005, 13, 25, 28, 47, 50, 52, 66, 69, 78, 88, 93, 95, 98-99, 31201-13, 16-17, 20-21, 94-97 (Macon)

Michigan ZIP codes: 48800-48999; 493-495 (Lansing, Grand Rapids)

North Carolina ZIP codes: 275, 276, 277, 280, 281, 282 (Raleigh-Durham, Charlotte-Gastonia)

Oklahoma ZIP codes: 730, 731, 740, 741, 748 (Oklahoma City, Tulsa)

Tennessee ZIP codes: 373, 374 (Chattanooga)

Texas ZIP codes: 781, 782, 783, 784, 786, 787 (San Antonio, Corpus Christi, Austin, San Marcos)

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Highlights: Product Features and Tools

HSA Tools – Smart, Easy, and Now – No Monthly Fee

Your clients who choose to take control of their health expenses with an HSA plan will be happy to hear that HSA Tools, the comprehensive health savings account administration service, is now available with no monthly fee. Monthly fees are no longer being charged to existing customers beginning May 1, 2009.

HealthHelp® and The National Radiology Network (TNRN)

Assurant Health has partnered with HealthHelp, a new radiology management company. Our agreement with HealthHelp involves two different parts - a radiology utilization program known as RadConsult, and a radiology network, TNRN. RadConsult works with doctors to review radiology services before they are performed, to ensure that patients are receiving the most appropriate scan for their diagnosis. This results in both reduced cost and reduced radiation exposure. TNRN is a national radiology network with significant discounts (an average of 55%) for the most common radiology scans such as MRIs, CT scans, and PET scans. With the cost of these types of scans today, your clients will appreciate the savings they receive with the TNRN network. Access to the network will be available effective June 1, 2009. For more information about HealthHelp and TNRN, customers or their doctors can call Assurant Health Customer Service using the phone number on their ID cards.

Two Prescription Drug Options on CoreMed Elite – With two options, you can help your clients choose the prescription drug coverage that fits their needs best.

1. **Prescription drugs paid as any other covered charge** - This option has no separate prescription drug copay, deductible or coinsurance, and it provides 100% coverage after deductible and coinsurance are satisfied. Here's where you'll see the larger discounts over the traditional copay option:
 - older clients (50+)
 - female clients
 - standard underwriting class clients
 - clients who choose plans with higher deductibles
2. **Prescription drug copay option** - This copay option works well for your clients who find value in having a clearly defined cost for their drugs, and is especially good for your clients who typically use generic drugs. Generic drugs cost only \$15 with no deductible or coinsurance, so even those with high deductible plans will see immediate benefits. And brand name drugs are available for a \$25 copay plus 50% coinsurance after a \$500 deductible is met.

Note: The choice of prescription drug benefits was introduced April 1, 2009 with CoreMed Elite plans in: AK, AL, AR, AZ, CA, DC, IA, IL, MD, MI, MO, NC, NE, OH, PA, SC, TN, TX, VA, WI and WY, and is available for July 1, 2009 in CO.

TelaDoc™ Medical Services

Assurant Health is addressing customers' needs with unique solutions. First introduced in September, 2008, TelaDoc gives your clients another option for keeping their out-of-pocket costs down.

- Access to non-emergency health care by phone day or night, 365 days a year
- Consultations provided by U.S. based, state-licensed, board-certified physicians
- Services are available to registered plan members, age 10 and older
- Phone consultations with a physician are only \$35 each, and eligible charges are covered by the Assurant Health plan, subject to deductible and coinsurance

Many CoreMed, MaxPlan and OneDeductible plans* and all Short Term Medical plans (including HealthSaver®) include TelaDoc membership. Together with Patient Care and the increased availability of retail health clinics, TelaDoc adds to the variety of choices customers have for lower-cost health care options, greater health care access, and added convenience with their Assurant Health plans.

*See the Assurant Health Individual Medical plan brochures for availability.

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Highlights: Product Features and Tools, cont'd

Patient Care

Free access to Patient Care was first introduced in July, 2008 with all new IM plans. This independent advocacy service can save time and money by helping your Assurant Health clients work through health care issues and better understand their benefits. Our exclusive partnership with Patient Care gives your clients access to specially trained health care advocates who will take good care of them — leaving you more time to focus on your business and help those still looking for coverage.

To learn more about Patient Care, check out the interactive presentation in the Agent Library, and the Consumer pamphlet and 3-minute video presentation available on *Find a Form*.

Rate Guarantees for Kansas Customers

Offer your clients predictable, stable rates with the 24-month rate guarantee, available for the first time in Kansas from Assurant Health. The 24-month rate guarantee is optional with any of the following plans:

- CoreMed Elite deductibles \$2,000 and higher
- MaxPlan Elite deductibles \$2,500 and higher
- OneDeductible Elite deductibles \$2,100 and higher
- SaveRight Elite all deductibles
- RightStart Elite with \$2,500 deductible

Product News by State

Colorado

Two drug options on CoreMed Elite

Now on CoreMed Elite plans, you can choose from two drug coverage options to help your clients get the right coverage for their needs. See the article titled **Highlights: Product Features and Tools** for details about CoreMed Elite drug options.

One Decreasing Deductible discontinued for CO plans

One Decreasing Deductible, a plan feature of many OneDeductible Elite plans, has been discontinued in Colorado for new business effective dates of 7/1/09 and later. Plans issued with this feature prior to July 1, 2009 effective dates will retain the benefit.

Delaware

New RightStart Out-of-Pocket

The RightStart plan now offers a 50% to \$2,500 out-of-pocket instead of the 50% to \$2,000 out-of-pocket. Also, the 75% to \$3,000 out-of-pocket has been replaced with 75% to \$4,500 out-of-pocket.

Indiana

Life insurance with RightStart Elite and SaveRight Elite

Improve your commission when you add Life Insurance. Life insurance, now available for the primary and the spouse with RightStart Elite and SaveRight Elite plans, comes in face values of \$50,000, \$75,000, \$100,000, \$150,000 and \$200,000.

Pre-existing changes for RightStart Elite and SaveRight Elite

Contracts now include a 12-month look-back period instead of a 6-month look-back period.

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Product News by State, cont'd

- Mississippi **New RightStart Elite Out-of-Pocket**
The RightStart Elite plan now offers a 75% to \$6,500 out-of-pocket instead of the 75% to \$5,500 out-of-pocket.
- One Decreasing Deductible** □
One Decreasing Deductible is now included with OneDeductible Elite Plans in Mississippi.
- Montana Effective May 1, 2009, we are no longer offering the \$1,200 individual plan/\$2,400 family plan deductibles with 50% coinsurance and \$2,500 out of pocket

New Business Rates and Network Updates by State

Below you'll see new business rates and network information listed by state for July 1, 2009 effective dates unless otherwise noted. **Quarterly trend has been factored in.**

- Arkansas PHCS is now priced similarly to Novasys, the lowest-priced network in north rural Arkansas.
- Colorado Rates have been adjusted in the following ZIP codes to be more in line with the rates everywhere else in Denver. You'll see these significant rate reductions with **Great-West Healthcare Network** for all IM plans:
- **10-16% lower rates** in 80401-03, 19, 22, 25, 27, 33, 37, 39, 53-54, 57, 65, 70, 74
 - **7-11% lower rates** in 80455, 66, 71, 81
 - **5-9% lower rates** in 80601-02, 14, 40
 - Rates as much as **4% lower** in 80501-03, 10, 16, 33, 40, 44, 80603 for CoreMed Elite, MaxPlan Elite and SaveRight Elite
- You'll also see rate reductions with the other Colorado networks in many of these ZIP codes.
- Delaware Depending on the out-of-pocket amount you choose, rates are **5 - 10% lower** on RightStart with the \$500 deductible. Rates are **8% lower** on SaveRight with the \$5,100 deductible. PHCS is now the lowest-priced network for RightStart and SaveRight.
- DC **HealthLink** will be introduced June 1, 2009 in ZIP codes 200 and 202-205 at the same rates as PHCS for OneDeductible Elite, MaxPlan Elite, and CoreMed Elite. For RightStart Elite and SaveRight Elite, HealthLink will be priced 5% higher than PHCS. However, starting July 1, 2009, HealthLink will become the more favorably priced network due to PHCS contract changes.
- Georgia **Great-West Healthcare Network** will be introduced in the Chattanooga market effective June 1, 2009 in Georgia ZIP code 307 with **rates 11-15% lower** than PHCS at introduction. On July 1, 2009, Great-West Healthcare Network **rates will drop 4%** in ZIP 307. **Rates will also drop 4%** for all other networks except PHCS, and on traditional plans in ZIP 307 on July 1, 2009. Rates for the **Coventry** network are **5% lower** in Macon.

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New Business Rates and Network Updates by State, cont'd

- Illinois Rates are **reduced 5%** on all **HealthLink** plans in ZIP codes (60015-19, 22, 25-26, 29-31, 35, 37, 40-41, 43-46, 48, 53, 56, 62, 64-65, 68, 70, 73, 75-79, 82, 85, 87-88, 90-93, 95-96, 99), (60104, 06, 26, 30-31, 33, 38, 41, 53-55, 59-65, 68, 71, 76, 84, 86, 89), 602, 603, (60400-06, 09, 11-15, 17-19, 22, 25-30, 34, 38, 45, 53-59, 61, 63, 65, 69, 72-73, 75-76, 80, 82-89, 91-99), (60501, 13, 19, 21-23, 25-27, 34, 46, 58, 66-67).
- Kentucky **Highlands Wellmont Health Network (HWHN)** is new in Kentucky ZIP codes 41804, 10 12, 15, 19, 21, 24-26, 32-33, 35, 37-38, 40, 45, 48-49, 55, 58 effective June 1, 2009. HWHN rates are **14-23% lower** than the CenterCare (CCR) network.
- Michigan **Physicians Care Network (PCN)** is new effective June 1, 2009 in Flint (ZIP codes 48401,10, 13, 16, 19, 22, 26-27,32, 34, 41, 45, 50, 53-54, 56, 65-72, 75, 486-487) Lansing (ZIP codes 488-489), Kalamazoo (ZIP codes 490-491), Grand Rapids/Muskegon (ZIP codes 493-495), and rural Michigan (ZIP codes 496-497). PCN becomes the lowest-priced network in Grand Rapids/Muskegon and rural Michigan.
- Minnesota **Gundersen** network will be re-introduced in Rochester ZIP codes 55910, 19, 21-23, 25, 31, 35, 39, 41-43, 47, 49, 52, 54, 59, 61-62, 65, 69, 71-72, 74-75, 79, 87-88, 90 effective June 1, 2009. Gundersen becomes the lowest-priced network in the Rochester market.
- Mississippi Rates are **5% lower** on CoreMed Elite with the \$3,500 deductible and on MaxPlan Elite with \$5,000 and higher deductibles. Rates are **6% lower** on RightStart Elite plans with a \$3,000 deductible.
- Missouri **Freedom Network Select (FNS)** will be introduced in Kansas City effective June 1, 2009 in ZIP codes 640-641, 64401, 40, 43, 48, 84, 64501-08. FNS will be priced slightly lower than Great-West Healthcare Network on CoreMed Elite, MaxPlan Elite, RightStart Elite and SaveRight Elite.
- Nebraska Rates are **2-6% lower** in Lincoln ZIP codes 683-685 for Interplan Health Group (IHG) and Midlands Choice networks.
- North Carolina Rates in ZIP codes 280, 281, 282 are lower on all IM plans.
 - CoreMed Elite, MaxPlan Elite and RightStart Elite rates are **11% lower**
 - OneDeductible Elite and SaveRight Elite rates are **9% lower**
- Oklahoma CoreMed Elite, MaxPlan Elite and RightStart Elite rates drop **9% lower** in ZIP codes 730, 731, 748. All IM plan rates are dropping **5% lower** in ZIP codes 740, 741.

Enid Select Network is new effective June 1, 2009 in Enid ZIP codes 73027-28, 44, 50, 56, 58, 63, 73, 73646, 54, 58, 59, 63, 67, and 737, and in North Rural ZIP codes 73061, 77, 738, 746. Enid Select Network rates are **17-21% lower** than PHCS in Enid, and **18-24% lower** than First Health in North Rural. This network is a direct arrangement with the Saint Mary's Regional Medical Center, complemented by Private Healthcare Systems (PHCS) participating physicians in Oklahoma.

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New Business Rates and Network Updates by State, cont'd

Pennsylvania **First Health Network (FHN)** is expanding effective June 1, 2009 in markets throughout the state: Altoona 155, 159, 166, 168; Erie 158, 163-165, 167; Harrisburg 170-172, 178; Lancaster 173-176; Lehigh Valley 180-181, 183; Northeast Pennsylvania 169, 177, 182, 184-188; Pittsburgh 150-154, 156-157, 160-162; and Reading 179, 195-196. FHN becomes the lowest-priced network in Altoona, Erie, Harrisburg, Lehigh Valley, Northeast Pennsylvania, Pittsburgh and Reading.

Great-West Healthcare Network becomes the lowest-priced network in Philadelphia with its introduction on June 1, 2009 in ZIP codes 189-191, 193-194.

Tennessee

Highlands Wellmont Health Network (HWHN) is new in Johnson City ZIP codes 376, (37711, 31, 43-45, 65, 78) (37809-11, 13-16, 18, 57, 60, 69, 73, 77, 91) effective June 1, 2009 with rates that are **9-14% lower** than PHCS. The spread becomes even more favorable for HWHN when PHCS rates increase on July 1, 2009.

Great-West Healthcare Network will be introduced in the Chattanooga market ZIP codes 373-374 effective June 1, 2009 with rates **10-15% lower** than PHCS at introduction.

On July 1, 2009, rates will be **reduced an additional 5%** for all networks in ZIP codes 373-374.

Rates are 1-8% lower for PHCS and Tennessee Healthcare (THC) in Knoxville ZIP codes 377-379.

Texas

CoreMed Elite, MaxPlan Elite and RightStart Elite rates drop in these Texas ZIP codes:

- **18% lower rates** in 783, 784 - Corpus Christi
- **5% lower rates** in 781, 782 - San Antonio
- **4% lower rates** in 786, 787 - Austin

HealthLink will be introduced in San Antonio ZIP codes 780-782 and 788, and in West Texas ZIP codes 768-769 and 795-797, effective June 1, 2009.

Virginia

Highlands Wellmont Health Network (HWHN) is new in Virginia ZIP codes 242, (24316, 27, 40, 61, 77), (24601-09, 12-14, 19-20, 22, 24, 27-28, 30-31, 34-35, 37, 39-41, 46-47, 49, 51, 56-58) effective June 1, 2009. HWHN will be the lowest-priced network in the ZIP codes listed with rates that are **17-26% lower** than Tennessee Health Care (THC).

Wisconsin

Trilogy Network is expanding into Dodge County ZIP codes (53557, 79) 53916, 22, 33, 56, 63 effective June 1, 2009.

Administrative Updates by State

California

Agent Attestation: Agents who assist their clients in submitting an application must attest on the written application that the information on the application is complete and accurate, and that they explained the risk of providing inaccurate information to the applicant.

Colorado

Health plan identification cards: Plastic medical and pharmacy ID cards will be issued for Colorado new business. New, additional fields have been added to the medical ID cards including dependents first and last names, plan type, plan name or number, and legal entity. The plastic cards will be issued for new business effective July 1, 2009, and for replacement / duplicate cards for existing business after July 1, 2009.

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Colorectal cancer screening: All Colorado plans now provide coverage for colorectal cancer screening to covered persons age 50 and older, and to covered persons who are at high risk for colorectal cancer. Coverage is not subject to the plan deductible but coinsurance and copayments may apply.

Business Group of One: The Health Benefit Plan Description (form 29047) for Business Groups of One has been updated and added to the quoting systems and Find a Form. Agents must provide the form to Business Groups of One applicants along with a Health Plan Description form for the IM plan they are quoting.

Illinois **Autism coverage:** All individual major medical plans that are amended, issued or renewed to individuals under age 21 now provide coverage for the diagnosis and treatment of autism spectrum disorders, up to \$36,000 per year. This benefit may be adjusted by the Illinois Department of Insurance annually.

Bone density: All individual major medical plans that are amended, issued or renewed now provide coverage for medically necessary bone density screening and for the diagnosis and treatment of osteoporosis on the same basis as any other illness. This benefit is not subject to special exception riders, condition-specific deductibles or modified benefit endorsements.

Oklahoma **Mammography screening:** All individual major medical plans will provide mammography screening coverage for women 35 years old or older up to a maximum benefit of \$115. This benefit is not subject to the plan deductible, copayments or coinsurance and does not require that the screening take place at a specified time as a condition of payment. Women ages 35 through 39 years of age are entitled to coverage for a mammography screening once every 5 years. Women 40 years of age or older are entitled to coverage for an annual mammography screening.

System Updates

You'll notice a more balanced, streamlined look to the home page on your Assurant Health Sales Web site. With recent enhancements you'll see easier-to-read section headers for all the tools you use, and some new features like the rotating message at the top of the page that advertises the latest opportunities for your business.

Tabs in the center of the page let you select an Assurant Health product or access MyBook, and the tab layout frees up space, allowing you to see more main features without scrolling.

A new feature will keep you up-to-date. If your email/address information is incorrect in our systems, the Agent Preferences link will change to **Update Agent Preferences** as a reminder for you to update your contact information.

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Short Term Medical News

HealthSaver® - Affordable, Temporary Insurance Available Online

Your clients don't have to risk going without health insurance coverage. HealthSaver is a limited-benefit short term medical plan. Costing almost 30% less than our Short Term Medical, HealthSaver is an affordable temporary health insurance solution.

- Inpatient and outpatient benefits
- Up to \$100,000 in coverage
- Choice of doctors and hospitals
- Access to doctors - at a lower cost - 24/7 with TelaDoc™ (not available in OK)
- Coverage as early as the next day

HealthSaver quoting is available from your Assurant Health free Web site (My Web Page) or your product sales links (My Sales Link). Login to assuranthealthsales.com and click on Help Me Sell to access and set up these tools. If you already use My Web Page and My Sales Link tools, you can update your personalized Web page and create a new link for HealthSaver.

Colorado health plan identification cards

New, additional fields have been added to the medical ID cards for Colorado Short Term Medical business including dependents first and last names, plan type, plan name or number, and legal entity. The cards will be issued for new business effective July 1, 2009, and for replacement / duplicate cards for existing business after July 1, 2009.