

Broker Bulletin

August 2010



Easy Choice Health Plan (HMO)

Dear Broker Partners,

In an ongoing effort to increase the quality of enrollment into our Plan, we are working on several improvements to our sales material. We expect these enhancements will improve your enrollee's understanding of our Plan and increase retention. Further, some modifications will even help you reduce errors on the enrollment forms.

We appreciate the feedback that many of you have given us, and we salute your ongoing commitment to continuous improvement.

New Flyer with Commonly Asked Questions

New for 2011, sales kits will include a double-sided flyer that covers answers to commonly asked questions about how to access certain benefits. The Q & A will include:

- How do I make a dentist appointment?
- How do I make an acupuncturist appointment?
- How do I schedule a routine eye exam?
- Where do I get my diabetic supplies?
- What do I do if my medication isn't in the Easy Choice Health Plan formulary?
- Where can I go if I get sick or injured while outside the Easy Choice Health Plan service area?
- Why do I need an authorization to see my specialty doctor?
- How do I change my Primary Care Physician?

Modified Transportation Flyer

The modified transportation flyer will include Steps 1 - 4 on how a member should schedule transportation to medical providers. This area is one of the most common areas of confusion for our members. We want to ensure members do not call the taxi company directly to schedule their ride.

Improving Accuracy of Enrollment Forms

We certainly want to help our agents prevent applications from being denied, so we are modifying forms to prompt you to record information better. The primary reasons for Easy Choice applications being denied in 2010 were either insufficient SEP documentation, or inaccurately enrolling beneficiaries into our "dual-eligible" Freedom Plan when the applicant didn't have full Medi-Cal.

The 2011 enrollment form will include comprehensive pre-printed selections for recording the correct Special Election Period (SEP) qualifiers. Modifications to the 2011 enrollment form will include a box to check if you voice-recorded your Scope of Appointment in lieu of using the paper form. With your applicant's permission, you may contact Brian Barry at 562-343-9723 to check Medi-Cal eligibility prior to presenting Easy Choice plans. That way you will know which of our three plans to present.

For 2011, modifications to the Scope of Appointment form will include pre-printed options for recording various "Initial Methods of Contact."

Important Reminders for Improving Accuracy:

- On page 3 of the enrollment form, list the SEP reason, such as Medi-Cal, new mover or L.I.S.
- On page 2 of the enrollment form, identify specific dialect spoken by the applicant, such as Cantonese
- Do preliminary Medi-Cal eligibility verification prior to presenting the product
- List the PCP I.D. next to the PCP name so we

- know which IPA medical group to assign
- When faxing in applications, use one batch sheet per each "Received date." This helps us prioritize our fulfillment of the new member's I.D. card and post-enrollment packet. We have 7 business days from the "Received date" to mail the packet.

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