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# IAI | IMPORTANT ADMINISTRATIVE INFORMATION

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June 2015



Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

## IAI | LETTER

Dear Valued Customer:

Welcome to our Important Administrative Information June 2015 newsletter. We provide the latest health care industry news that affects you. This month's topics include:

- A sneak peak at our newly improved Find a Doctor and Cost Estimator tool
- An intro to our dental plan comparison tool
- The Healthy Actions program boosts incentives
- Our headquarters has relocated

Please visit [www.bluecrossma.com/employer/iai](http://www.bluecrossma.com/employer/iai) to learn more about any of the topics in this edition. As always, if you have any questions, please contact your account executive.

Sincerely,



Timothy J. O'Brien  
Senior Vice President  
Sales and Marketing

## Get ready for our newly improved Find a Doctor and Cost Estimator tool!

- ✓ Small Accounts
- ✓ Mid-size Accounts
- ✓ Large Accounts
- ✓ Municipal Accounts
- ✓ MIIA Accounts

Providing our members with simple, easy-to-understand, and actionable information regarding provider health care cost and quality is an essential ingredient in helping them take control of their health care. This fall we will unveil our newly redesigned Find a Doctor and Cost Estimator tool, giving members a better user-experience. Soon, they'll have the ability to access the tool on any device, including tablets and smartphones, making it more convenient than ever. Members will also be able to:

- Conduct intuitive searches making it easier to find what they need when they need it, faster
- Read and write reviews on doctors
- Access an expanded selection of cost estimation features

Be on the lookout this fall for more information about these exciting user experience enhancements.

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## New Online Tool Quickly Compares Dental Plans

- ✓ Small Accounts
- ✓ Mid-size Accounts
- ✓ Large Accounts
- ✓ Municipal Accounts
- ✓ MIIA Accounts

We've upgraded our Plan Comparison Tool to include dental. The new tool works just like the medical comparison tool you're used to. You can quickly search by number of eligible employees, plan type, and options such as deductibles, orthodontia, and more. Almost instantly, a printable comparison chart will display your results side by side.



To use the enhanced Plan Comparison Tool, go to **[www.bluecrossma.com/employers](http://www.bluecrossma.com/employers)**, click on the Plans & Products tab and click the Find and Compare Plans button.

## Healthy Actions Program Employer Incentive Increase

- Small Accounts
- Mid-size Accounts
- Large Accounts
- Municipal Accounts
- MIIA Accounts

We are excited to announce that we're increasing our Healthy Actions program incentives this summer! Beginning July 1, 2015, if 80 percent or more of your employees complete the Healthy Actions program, you will receive 7.5 percent (previously 5 percent) of the current year's premium.

| Employee Completion | Award (% of current year's premium) |
|---------------------|-------------------------------------|
| 20–49%              | 1.25%                               |
| 50–79%              | 2.50%                               |
| 80–100%             | <b>7.50%</b>                        |

Total participation percentage is based on the number of eligible employees (within the six-month eligibility period) who:

- Meet the full requirements of the program, receiving \$300
- Are active employees at the end of the plan year

The premium reward is based on total premiums paid during the full 12-month contract period.



If you have any questions, please contact your account executive or your broker.

## We've Moved Our Corporate Headquarters

- Small Accounts
- Mid-size Accounts
- Large Accounts
- Municipal Accounts
- MIIA Accounts

Our new address is:

**101 Huntington Avenue, Suite 1300  
Boston, MA 02199-7611**



Go to [www.bluecrossma.com/employers/iai](http://www.bluecrossma.com/employers/iai) to read the full article.