



South Carolina

BlueCross BlueShield of South Carolina
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Blue Cross and Blue Shield Association

Group & Individual Marketing News Bulletin

July 30, 2008

Vol. VII, No. 18



ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, www.SouthCarolinaBlues.com.

NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to grpandindv@bcbsc.com.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at www.SouthCarolinaBlues.com, and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

QUESTIONS?

Contact your marketing representative if you have questions at 1-800-288-2227 ext. 42328.

Benefit Change Effective 8/1/08

OB/GYN providers are now classified as Primary Care Physicians

We are always glad to hear from you about how we can serve our members better. As a result of Agent Advisory Committee and other agent feedback, we are pleased to announce that OB/GYN providers will be classified as "Primary Care Physicians" instead of "Specialists" for all plans and policies, effective August 1, 2008. For members, this means a lower copayment on office visits to their OB/GYN doctors.


For our members on group and individual plans that have an office visit copayment, we have been paying covered services received at obstetricians' and gynecologists' offices at the Specialist copayment level. With this change, we will once again cover those benefits at the lower copayment rate for all Primary Care Physicians. We consider the following providers to be Primary Care Physicians:

- General physicians
- Family practice physicians
- Internists
- Pediatricians
- Obstetricians
- Gynecologists
- Osteopaths

This change will apply to all services received on or after August 1, 2008, that are provided as part of our office visit benefit. It applies to all plans that include an office visit copayment, including current and new groups, as well as individual policies.

Sell Big. Earn Big.

Don't forget about the Spectrum Superbucks '08 contest! Earn a cash bonus by selling any of our Blue SpectrumSM products! Eligible group products include Business BlueSM Complete, Business BlueSM Secure, Business BlueSM Basic, Business BlueSM High Deductible Health Plans, Business BlueSM High Deductible



for Health Reimbursement Accounts and the new options available under Business True BlueSM. Effective dates must be between July 1, 2008, and January 15, 2009. Please contact your marketing service representative for more information.